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WISN-TV (Milwaukee, WI)

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ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local political ad or federal or state issue ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

a, allac	in the state of management in the sta	tion 31 ubite in	spection	The for 2 years	•		
Candid	ate/Issue	DEMOCRATIO	SENA	ATORIAL CAN	DAIGN C	OMMITTEE	
candida	Dates (if one folder is used per ate, a separate checklist must be sted for each flight)	10/2/12	- 11/0	6/12.			
					<u>Initials</u>		
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17)	Date:	10/9/12	<u>Q</u>		
2.	Original contract showing requested time (when available)		Date:	8/13/12	£	_	
3.	Updated contracts as order changes.		Date:	9/20/12	æ	- 12/2	w/s
4.	Invoice of schedule as actually broadcas including amount of rebates given (exact date, time, class of time and amount for each rebate), if any		Date:	10/2/12 10/4/12 10/4/12 10/5/12 1/8/13	Se Se Se	10/19/12 10/13/12 10/18/12	1924 10/39/10 11/2/12
		Check	list Com	pleted:			
		Ву:	101				
		Date:	1/8/13				

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:			Da	te:	
WISN TV. MILWANIED 10/1/12						
I,		NAGELIE				
		DSCC	1E			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks	
	As	5RT	ÆREC			
Total Char	ges:					
This broadcast t	ime will be used by:		DSCC-1E		4	
	rogramming (i elating to any					
	Yes			□ No		

For programming that "commun importance," list the name of the office(s) being sought and the da	legally qualified candidate(s) th	e programming refers to, the
For programming that "communi importance," attach Agreed Upor		political matter of national
I represent that the payment for t	the above described broadcast tir	me has been furnished by:
0<	SCC -1E	
and you are authorized to announ furnishing the payment, if other t		person or entity. The entity
a corporation; a comm	ittec; \square an association; \square o	or other unincorporated group.
agonts of the ontity are named so	ton (may be accusined department)	directors, and/or authorized): MARTHA MCKENNA, DIRECTOR IE 430 5. CATITUL ST SE WASHINGTON DC. 20003 ISCRIMINATION ON THE BASIS
OF RACE OR ETHNICITY IN T		
I agree to indemnify and hold harm reasonable attorney's fees, that may advertisement(s). For the above-st transcript, or tape, which will be before the time of the scheduled b	ensue from the broadcast of the ated broadcast(s), I also agree delivered to the station at least	above-requested to prepare a script,
TO BE SIG	NED BY ISSUE ADVI	ERTISER
4/27/12	<u> </u>	202-338-8700 Contact Phone Number
V	ignatulre ED BY STATION REF	
☐ Accepted	Accepted in Part	Rejected
Signature	Printed Name	

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	OX.	DER	ED	

Total (Charges:	k
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AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the datc(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

-TWTF--

1

10/14/12

Week: 10/08/12

	Contract / Rev	<u>vision</u>		Alt Order #	
	939457	1		06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #			_	
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			<u>Ori</u>	ginal Date	/ Revision
Democratic Senatorial Ca	ampaign Com	mittee	0	8/03/12	/ 08/13/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	ıt E	xecutive	Sales Office
	WISN	Will Hi	ldet	randt	HRP -Washingt
	Special Hand	ing			
	Demographic				
	Adults 35+				
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

Spots/ *Line Ch Start Date End Date Description Length Week Start/End Time Days Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p NM :30 \$3,500.00 Start Date Weekdays Spots/Week End Date Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 -TWTF--Week: 10/29/12 11/04/12 2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 15 \$24,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 14 \$7,000.00 Spots/Week Rate Start Date End Date <u>Weekdays</u> Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 2 10/14/12 -TWTF--\$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM \$4,750.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--\$950.00 1 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--\$950.00 1 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--\$750.00 1

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$750.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

Start Date Ch Start Date End Date Meskdaws Spots/Week 1076/112 1072/112							Spots/				
Week: 10/16/12 10/21/12 -ThYTF 2 \$750.00					Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Week: 10021/12 100/28/12 -TwTFF- 2 \$750.00								,			
N 6 WISN 1002/12 11/02/12 ADDERSON COOPER Week 1007/12 11/02/12 ADDERSON COOPER Start Date End Date Week 1007/12 101/712 -TWTF 2 \$255.00					•						
N	·										
Siart Date End Date Meektdavs SpotsWeek S225.00		***************************************				,	120				
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Week: 10/29/12				3	\$225.00						
N 7 WISN 10/09/12 11/02/12 THE CHEW 12P-1P 30 NM 8 \$2,400.00											
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Week: 10/01/12									1		
Week: 10/08/12	vveek; 10/08/12	10/14/12	- I W I F	3	\$350.00				- 1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station to any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

						Ondional Of			. , ,	0/13/12
411 20 -		_				Spots/				
*Line Ch Start		Date Descript		Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date Week: 10/15/12		Weekdays	Spots/Week	<u>Rate</u>				T	•	
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	3	\$350.00				i		
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	3 4	\$350.00						
N 13 WISN 10/02				\$350.00			····			
Start Date	End Date	Weekdays	Spots/Week	6-630pm		:30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$1,200.00				I		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWT F	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
N 14 WISN 10/02		12 News M-F	6a	6-7A		:30	·	NM	15	\$1E 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				14141	13	\$15,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/21/12	-TWTF -TWTF	3	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	3 4	\$1,000.00						
N 15 WISN 10/02			·	\$1,000.00						
Start Date	End Date	Weekdays	nent Tonight Spots/Week	630p-7pm		:30		NM	12	\$10,200.00
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Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWT F	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
N 16 WISN 10/02		12 Good Mori	ning America	7-9a		:30		NM	04	004 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		MM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	4	\$1,000.00						
Week: 10/13/12	10/21/12	-TWTF	4	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF -TWTF	5 5	\$1,000.00						
N 17 WISN 10/02/				\$1,000.00						
Start Date	/12 11/02/1 <u>En</u> d Date	12 LIVE WITH Weekdays		9-10am		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00 \$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
N 18 WISN 10/26/	12 10/26/1	2 2020		Fri 9-10p		:30		NII.4		^
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
N 19 WISN 10/08/				Prime Other		:30		NM	5	\$25 DOD DO
<u>Start Date</u> Week: 10/08/12	End Date	Weekdays	Spots/Week	<u>Rate</u>				. 1171	J	\$25,000.00
Week: 10/06/12 Week: 10/15/12	10/14/12 10/21/12	1	1	\$5,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$5,000.00						
Week: 10/29/12	11/04/12	1	1	\$5,000.00 \$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00 \$5,000.00						
		•		Ψ5,000.00				I		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Start Date End Date

<u>Weekdays</u>

Spots/Week

Contract / Revision Alt Order # 939457 06262067 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spo	ts	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
N 20 WISN 10/22/12 10/29/12 Castle	Моп 9-10р	:30	NM	2	\$8,000.00
Start Date End Date Weekdays Spots/Week	Rate			_	40,000.00
Week: 10/22/12	\$4,000.00		l		
	\$4,000.00				
N 21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1 1	Rate				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00 \$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00		5		
N 22 WISN 10/13/12 10/13/12 College Football Game #2					
Start Date End Date Weekdays Spots/Week	230p-6p <u>R</u> ate	:30	NM	1	\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00		1		
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		_	
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	5	\$2,500.00
Week: 10/01/12 10/07/121- 1	\$500.00				
Week: 10/08/12 10/14/121- 1	\$500.00		i		
Week: 10/15/12 10/21/121- 1	\$500.00				
Week: 10/22/12 10/28/121- 1	\$500.00				
Week: 10/29/12 11/04/121- 1	\$500.00				
N 24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM	4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			•	4000.00
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$200.00				
Week: 10/15/12	\$200.00				
Week: 10/29/12 11/04/121- 1	\$200.00				
	\$200.00				
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM	5	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00				
Week: 10/08/12 10/14/121- 1	\$700.00				
Week: 10/15/12 10/21/121- 1	\$700.00				
Week: 10/22/12 10/28/121- 1	\$700.00				
Week: 10/29/12 11/04/121- 1	\$700.00				
N 26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM		60 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIAI	5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
	Ψ000.00				
N 27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM	2	\$1,000.00
Start Date	630p-7p <u>Rate</u>	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/121- 1	630p-7p <u>Rate</u> \$500.00	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1- 1 Week: 10/22/12 10/28/12 0	630p-7p <u>Rate</u> \$500.00 \$0.00	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1- 1 Week: 10/22/12 10/28/12 1- 0 Week: 10/29/12 11/04/12 1- 1	630p-7p <u>Rate</u> \$500.00	:30	NM NM	2	\$1,000.00

Rate

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept a set at a set.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate #
Advertiser	loi	riginal Date / Revision

www.wisii.com				De	mocratic S	enatorial Ca		08/03/12	/ 08	/13/12
						Spots/				
*Line Ch Start				Start/End Time	Days	Length Week	Rate	Type S _l	oots	Amount
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week	Rate						
Week: 10/15/12	10/14/12	T-	0	\$1,000.00 \$0.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1-	1	\$0.00 \$1,000.00						
N 29 WISN 10/06										
Start Date	712 10/20/ End Date	Weekdays	e College Footbal Spots/Week	<u>.</u> .		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	<u>350(5/VVEEK</u>	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	 -	o O	\$0.00				i i		
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
N 30 WISN 10/13	/12 11/03/	12 News Sat	7-9a	7-9am		:30		NM		# 4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00				1		
Week: 10/29/12	11/04/12	1-	1	\$450.00						
N 31 WISN 10/07	/12 11/04/	12 Late News	10pm	10p-1030p		:30	••••	NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				,	Ū	Ψ0,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	- 1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
N 32 WISN 10/14			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/05/12	10/14/12	1	1	\$950.00 \$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00				ı		
N 33 WISN 10/14/		12 Su 458-6a		458-6AM		.00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	<u>-</u> 1	1	\$200.00				1		
Week: 10/15/12	10/21/12	- 1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
N 34 WISN 10/07/	/12 11/04/	12 News Sun	530pm	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					Ŭ	Ψ2,500.00
Week: 10/01/12	10/07/12	- 1	1	\$500.00				1		
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
N 35 WISN 10/07/				6-7a		:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate \$400.00						
Week: 10/08/12	10/07/12 10/14/12	1	1	\$400.00						
Week: 10/15/12	10/14/12	<u>-</u> 1	1 1	\$400.00						
Week: 10/13/12	10/21/12	1	1	\$400.00 \$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00 \$400.00						
N 36 WISN 10/21/		·····	I .							
IN DO MAIDIN 10/51/	14 10/21/	IZ UNCE		Sun 7-8p		:30		NM	1	\$2,500.00

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	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	<u>Estimate #</u> 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

*Line Ch Start	Date End F	ate Descriptio	ภ	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	note	Amount
Start Date Week: 10/15/12		Weekdays	Spots/Week 1	Rate \$2,500.00	Days	Length Week	ivaic	Types	pois	Amount
N 37 WISN 10/07				7-9am		.00			_	
Start Date	End Date	Weekdays	Spots/Week	7-9am Rate		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
N 38 WISN 10/14		12 This Week	With George Ste	p930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						4 =1000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
N 39 WISN 10/09				Tue 7-8p		:30		NM	2	\$10,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-1	1 0	\$5,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-1	1	\$0.00 \$5,000.00						
N 40 WISN 10/02			I							
Start Date	2/12 10/09/ End Date	12 HappyEnd Weekdays	Contablicate	Tue 8-9p		:30		MM	2	\$5,000.00
Week: 10/01/12	10/07/12	-1	<u>Spots/Week</u> 1	<u>Rate</u> \$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02	2/12 10/30/	12 PrivatePrac	tice	Tue 9-10p		:30		NM	2	CC CCC CC
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVI	3	\$6,600.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16	712 10/30/	12 HappyEnd		Tue 8-9p		:30		NM	3	\$9,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	10,100,00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
Week: 10/22/12	10/28/12	-1	1	\$3,000.00						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00						
N 43 WISN 10/27			otball Game #2	230p-6p		:30		NM	1	\$7,000.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1-	<u>Spots/Week</u> 1	<u>Rate</u> \$7,000.00						
N 44 WISN 11/03	3/12 11/03/	12 ABC Prime	College Footbal	7-1030n		:30		NM	2	\$3,600,00
Start Date		Weekdays	Spots/Week	Rate		.00		IAIAL	2	\$2,600.00
Week: 10/29/12	11/04/12	2-	2	\$1,300.00						
N 45 WISN 10/28	3/12 10/28/	12 Sun 9-930A	\	9-930A		:30		NM	2	\$450.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate					_	9-30.00
Week: 10/22/12	10/28/12	2	2	\$225.00				- 1		
N 46 WISN 10/22	/12 10/22/	12 General Ho	spital	2-3pm/1-2p		:30		NM	1	\$350.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		· 		- ""	•	\$550.00
Week: 10/22/12	10/28/12	1	1	\$350.00						
N 47 WISN 11/06	3/12 11/06/	12 General Ho	spital	2-3pm/1-2p		:30		NM	1	\$350.00

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Contract / Revision Alt Order # 939457 06262067 Product **Contract Dates** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start Date	te End Da	te Description		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
	nd <u>Date</u> 1/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$350.00						
N 48 WISN 10/15/12	11/05/12			10-1030p		:30		NM	4	\$6,400.00
	nd Date 0/21/12	Weekdays 1	Spots/Week	Rate						
	0/21/12	1	1	\$1,600.00 \$1,600.00				i		
	1/04/12	1	1	\$1,600.00						
	1/11/12	1	1	\$1,600.00						
N 49 WISN 10/15/12	11/05/12	The View		10-11am		:30		NM	4	\$2,000.00
	nd Date	Weekdays	Spots/Week	Rate						
	0/21/12	1	1	\$500.00						
	0/28/12 1/04/12	1	1	\$500.00 \$500.00						
	1/11/12	1	1	\$500.00						
N 50 WISN 11/06/12	11/06/12	? The View		10-11am		:30		NM	1	\$500.00
Start Date Er	nd Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	700700
Week: 11/05/12 11	1/11/12	-1	1	\$500.00						
N 51 WISN 10/15/12				M-F 11A-12P		:30		NM	4	\$900.00
	<u>nd Date</u> 0/21/12	Weekdays	Spots/Week	<u>Rate</u> \$225.00						
	0/28/12	1	1	\$225.00						
	1/04/12	1	1	\$225.00				l		
Week: 11/05/12 11	1/11/12	1	1	\$225.00						
N 52 WISN 10/29/12	11/05/12	? 3-4p		3-4p		:30		NM	2	\$1,000.00
	nd Date	Weekdays	Spots/Week	Rate						
	1/04/12 1/11/12	1	1	\$500.00 \$500.00						
			I			.20		NINA	4	© E 00 00
N 53 WISN 11/06/12 Start Date Er	nd Date	. 3-4p <u>Weekdays</u>	Spots/Week	3-4p Rate		:30		NM	1	\$500.00
	1/11/12	-1	1	\$500.00						
N 54 WISN 10/29/12	11/05/12			4P-5P		:30		NM	2	\$1,200.00
	nd Date 1/04/12	Weekdays	Spots/Week 1	<u>Rate</u> \$600.00						
	1/04/12 1/1 1/ 12	1	1	\$600.00						
N 55 WISN 10/15/12		News M-F 5		5-530pm		:30		NM	4	\$4,000.00
	nd Date	Weekdays	Spots/Week	Rate		.00				Ψ→,000.00
	0/21/12	1	1	\$1,000.00						
	0/28/12	1	1	\$1,000.00						
	1/04/12	1	1	\$1,000.00						
	1/11/12			\$1,000.00		.20		NIN A		£4.400.00
	11/05/12 ind Date	: News IVI-F 58 Weekdays	spots/Week	5-6A <u>Rate</u>		:30		NM	4	\$1,400.00
	0/21/12	1	1	\$350.00						
Week: 10/22/12 10	0/28/12	1	1	\$350.00						
	1/04/12	1	1	\$350.00				1		
	1/11/12	1	1	\$350.00						
		News M-F 6		6-630pm		:30		NM	5	\$6,000.00
	<u>ind Date</u> 0/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,200.00						
	–		•	+ -1						

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08/03/12

/ 08/13/12



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Totals

350

\$321,650.00

*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Davs	Spots/ Length Week	Rate	Type S	enote:	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	,-	Longai Trook	Nato	Typec	pois	Amount
Week: 10/15/12	10/21/12	1	1	\$1,200.00				1		
Week: 10/22/12	10/28/12	1 -	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00				1		
Week: 11/05/12	11/11/12	1	11	\$1,200.00				- 1		
N 58 WISN 10/15		12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					7	Ψ4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 59 WISN 11/06/			6a	6-7A		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						41,000.00
	11/11/12	-1	1	\$1,000.00						
N 60 WISN 10/22			nent Tonight	630p-7pm		:30		MM	3	\$2,550.00
Start Date Week: 10/22/12	End Date	Weekdays	Spots/Week	Rate						.=,
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$850.00						
Week: 11/05/12	11/04/12 11/11/12	1	1	\$850.00						
	·	T	1	\$850.00	·					
N 61 WISN 10/08/			ning America	7-9a		:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	Rate						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/15/12	10/14/12	T	1	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				ľ		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
			1	\$1,000.00						
N 62 WISN 11/06/			ning America	7 - 9a		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1- -	Spots/Week	Rate				- 1		
				\$1,000.00						
N 63 WISN 10/15/				9-10am		:30		NM	4	\$1,800.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1 	Spots/Week	Rate						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00 \$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00 \$450.00						
1100K. 11700/12	11/11/12	*	<u> </u>	\$45U.UU						

Democratic Senatorial Ca

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 249 \$231,950.00 \$197,157.50 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 350 \$321,650.00 \$273,402.50

Signature: Date:

(* Line Transactions: N = New, E = Edited, D = Deleted)

(" LITE TRANSACTIONS: IN = INEW, L = LOITEQ, D = Deleteq)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stallon the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

TERMS AND STANDARD CONDITIONS FDR PURCHASE OF BRD ADCAST ADVERTISING

The person, firm or other business entify ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS 1.

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liabilify shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. **DMISSION DF BRDADCAST**

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunify" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station falls to broadcast any or all of the announcement(s) or programs to be pointed calculates, or any other similar or dissimilar or

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole Station shall have the right to cancel any products or portion thereof covered by this contract in order to products any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. **CDNSEQUENTIAL DAMAGES**

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b) The Station shall exercise normal precautions in handling of	f property and mail, but assumes no liability for loss or damage to program or commercial
materials and other property furnished by the Agency in connection with broadcasts hereunder.	. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.	The second secon

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be falling to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

2



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 1 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Campaign Committee 09/18/12 / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53

Snots/

Agency Ref

Advertiser Ref

					Spots/				
*Line Ch Start Date End	Date Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
	02/12 General Ho	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date End Da		Spots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/1		2	\$350.00						
Week: 10/08/12 10/14/1		2	\$350.00						
Week: 10/15/12 10/21/1		2	\$350.00						
Week: 10/22/12 10/28/1		2	\$350.00						
Week: 10/29/12 11/04/1	2 -TWTF	2	\$350.00						
2 WISN 10/02/12 11/	02/12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date End Da		Spots/Week	Rate						,
Week: 10/01/12 10/07/1	2 -TWTF	2	\$1,600.00						
Week: 10/08/12 10/14/1	2 -TWTF	2	\$1,600.00				1		
Week: 10/15/12 10/21/1	2 -TWTF	4	\$1,600.00						
Week: 10/22/12 10/28/1	2 -TWTF	3	\$1,600.00						
Week: 10/29/12 11/04/1	2 -TWTF	4	\$1,600.00						
	02/12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date End Da		Spots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/1		2	\$500.00				- 1		
Week: 10/08/12 10/14/1		2	\$500.00						
Week: 10/15/12 10/21/1		3	\$500.00				1		
Week: 10/22/12 10/28/1		3	\$500.00				1		
Week: 10/29/12 11/04/1	2 -TWTF	4	\$500.00						
	02/12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date End Da		Spots/Week	<u>Rate</u>				ŀ		
Week: 10/01/12 10/07/1		1	\$950.00						
Week: 10/08/12 10/14/1		1	\$950.00						
Week: 10/15/12 10/21/1		1	\$950.00				1		
Week: 10/22/12 10/28/1		1	\$950.00						
Week: 10/29/12 11/04/1	2 -TWTF	1	\$950.00						
5 WISN 10/02/12 11/	02/12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date End Da		Spots/Week	<u>Rate</u>				ļ		
Week: 10/01/12 10/07/1		1	\$750.00						
Week: 10/08/12 10/14/1	2 -TWTF	1	\$750.00						
							•		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order # Contract / Revision 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start [Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	2	\$750.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF -TWTF	2 2	\$750.00 \$750.00				1		
			······							
6 WISN 10/02/			ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/01/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00				•		
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/		*****	N	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		''''']	Ü	Ψ2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				Į.		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/	12 11/02/	12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						4 1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/				3-4p		:30		NM	10	\$5,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$500.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/05/12	10/14/12	-TWTF	2	\$500.00				l		
Week: 10/12/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00				1		
10 WISN 10/02/				4P-5P		:30		NM	10	ee 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		MINI	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	12 11/02/ ⁻	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				Į.		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/				5-6A		:30		MM	15	\$5,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate 8350.00						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$350.00 \$350.00				1		
WEEK. 10/00/12	10/14/12	-TWTF	3	\$350.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

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759 N. 19th Street Milwaukee, WI 53233

Contract / Revision Alt Order# 939457 / 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWT F	3	\$350.00				l l		
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02		12 News M-F	•	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12 10/14/12	-TWTF -TWTF	2 3	\$1,000.00 \$1,000.00						
Week: 10/15/12	10/14/12	-TWT#	3	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWT F	3	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	····					-22			46	212
Start Date	/12 11/02/ [/] End Date	Weekdays	ent Tonight Spots/Week	630p-7pm		:30		NM	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$850.00				ı		
Week: 10/08/12	10/14/12	-TWT F	2	\$850.00						
Week: 10/15/12	10/21/12	-TWT F	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02	/12 11/02/	12 Good Mora	ning America	7-9a	•	:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7= 1,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week; 10/15/12	10/21/12	-TWTF	4	\$1,000.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/ ⁻	12 LIVE WITH	HKELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00				ľ		
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26				Fri 9-10p		:30		NM	1	\$3,000.00
<u>Start Date</u> Week: 10/22/12	End Date	Weekdays	Spots/Week 1	Rate						
	10/28/12		1	\$3,000.00		.00			_	000 000
19 WISN 10/08 Start Date	/12 11/05/ ⁻ End Date	•	ChotoMinale	Prime Other		:30		NM	5	\$25,000.00
Week: 10/08/12	10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/14/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00				l		
		_	•	44,000.00				ı		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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specified.

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Week: 10/15/12

10/21/12

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/18/12 / 09/18/12

Spots/ Ch Start Date End Date Description Start/End Time Davs Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week <u>Rate</u> Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length <u>Rate</u> Type 3 WISN 10/22/12-10/28/12 Dancing Prime Other M-----:30 \$5,000.00 NM See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing Mon 7-8p :30 M-----\$5,000,00 NM ⊕ MG for 19.3 10/22 Week: 10/29/12 11/04/12 1 \$5,000.00 Week: 11/05/12 11/11/12 1 \$5,000.00 20 WISN 10/22/12 10/29/12 Castle Mon 9-10p :30 NM 1 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$4,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Түре</u> 1 WISN 10/22/12-10/28/12 Castle Mon 9-10p :30 \$4,000,00 NM Credited Week: 10/29/12 11/04/12 1----\$4,000.00 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/01/12 10/07/12 ----1-\$600.00 1 Week: 10/08/12 10/14/12 ----1-1 \$600.00 Week: 10/15/12 10/21/12 --1-1 \$600.00 Week: 10/22/12 10/28/12 ----1**-**1 \$600.00 Week: 10/29/12 11/04/12 --1-\$600.00 22 WISN 10/13/12 10/13/12 College Football Game #2 :30 NM 1 \$6,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ----1-\$6,500.00 23 WISN 10/06/12 News Sa 6p-630p 11/03/12 6-630pm .30 NM 5 \$2,500,00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 --1-1 \$500.00 Week: 10/08/12 10/14/12 ----1-\$500.00 1 Week: 10/15/12 10/21/12 ----1-1 \$500.00 Week: 10/22/12 10/28/12 ---1-1 \$500.00 Week: 10/29/12 11/04/12 ---1-\$500.00 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Spots/Week Start Date End Date <u>Weekdays</u> Rate Week: 10/08/12 10/14/12 ----1-1 \$200.00 ----1-Week: 10/15/12 10/21/12 1 \$200.00 Week: 10/22/12 10/28/12 ----1-1 \$200.00 Week: 10/29/12 11/04/12 ----1-1 \$200.00 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00 Start Date Weekdays Spots/Week **End Date** Rate Week: 10/01/12 10/07/12 ----1-1 \$700.00 Week: 10/08/12 10/14/12 ----1-1 \$700.00 Week: 10/15/12 10/21/12 ----1-1 \$700.00 Week: 10/22/12 10/28/12 ----1-1 \$700.00 Week: 10/29/12 11/04/12 ----1-1 \$700.00 26 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----1-1 \$600.00 Week: 10/08/12 10/14/12 1 \$600.00

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\$600.00

1

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 Contract / Revision
 Alt Order #

 939457 / 1
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 09/18/12 / 09/18/12

Sart Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount							Spots/				
Week: 10/22/12 10/24/12 1 1 \$500.00						Days	Length Week	Rate	TypeS	pots	Amount
Variety Vari											
Sample				•					1		
Start Date End Date Weekdays Spots/Week 10/21/12 0 \$500.00	·						.30		NIM	2	¢1 000 00
Week: 1075/72 1072/172				Spots/Week			.50		14141	4	\$1,000.00
Week: 10/28/12 11/04/12 11/											
28 WISN 10/13/12 10/27/12 Sat 630-7p Spois/Week Rate Spois/Week Spois/Week											
Start Date End Date Weekdays Spots/Week Rate Spots/Week	Week: 10/29/12	11/04/12	1-	11	\$500.00						
Week: 10/16/12 10/28/12							:30		NM	2	\$2,000.00
Week: 10/15/12 10/25/12 1											
Meek: 10/22/12 10/28/12			1-								
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p 30 NM 3 \$3,000.00			1-								
Start Date End Date Weekdays Spots/Week Rate St.000.00	******			•			-20		NIN A		00.000.00
Week: 10/01/12 10/07/121 1 \$1,000.00					•		:30		INIVI	3	\$3,000.00
Week 10/15/12 10/21/12 2 2 \$1,000.00									1		
30 WISN 10/13/12 11/03/12 News Sat 7-9a 7-9am :30 NM 4 \$1,800.00	Week: 10/08/12	10/14/12		0	\$0.00						
Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$450.00	Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
Start Date End Date Weekdays Spots/Week Rate Week 100/8/12 101/4/12 1 1 \$450.00 Week: 101/5/12 10/28/12 1 1 \$450.00 Week: 101/5/12 10/28/12 1 1 \$450.00 Week: 100/29/12 11/04/12 1 1 \$450.00 Start Date End Date Weekdays Spots/Week Rate Week 100/29/12 11/04/12 1 1 \$1,600.00 Week: 100/16/12 10/28/12 1 1 \$1,600.00 Week: 101/5/12 10/28/12 1 1 \$1,600.00 Week: 101/5/12 10/28/12 1 1 \$1,600.00 Week: 101/5/12 11/04/12 1 1 \$1,600.00 Week: 101/5/12 10/28/12 1 1 \$950.00 Week: 101/5/12 10/28/12 1 1 \$200.00 Week: 101/5/12 10/28/12	30 WISN 10/	13/12 11/03/	12 News Sat 7	'- 9a	7-9am		:30		NM	4	\$1,800.00
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Week: 10/29/12				1	•						
31 WISN 10/07/12 11/04/12 Late News 10pm 10p-1030p 30 NM 5 \$8,000.00			-	1							
Start Date End Date Weekdays Spots/Week Start Date Start Date End Date Weekdays Spots/Week Start Date Start Date				10nm			-30	••••	NB/	-	00.000.00
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Week: 10/08/12				1							
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Week: 10/22/12			1	1					1		
	Week: 10/22/12	10/28/12	1	1	\$500.00						

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Start Date

WISN 10/07/12

Start Date

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/15/12

Week: 10/01/12

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Week: 10/08/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Spot Ch

N 41 WISN 10/02/12

38 WISN 10/14/12

39 WISN 10/09/12

40 WISN 10/02/12

Start Date

Start Date

Credited

Start Date

Start Date

36 WISN 10/21/12

Start Date

WISN 10/07/12

Start Date

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Weekdays

Weekdays

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Weekdays

-1----

-1----

Weekdays

-1----

-1----

HappyEnd

PrivatePractice

Description

PrivatePractice

Spots/Week

1

0

DanceResults

News Sun 7-9a

----1

Sun GMA

Ch Start Date End Date Description

11/04/12

10/21/12

11/04/12

11/04/12

10/23/12

10/09/12

10/30/12

End Date

11/04/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/21/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/14/12

10/21/12

10/28/12

End Date

10/07/12

10/14/12

End Date

10/07/12

10/14/12

10/21/12

1 WISN 10/15/12-10/21/12 HappyEnd

Date Range

2 WISN 10/15/12-10/21/12

	Contract / Revision	Alt Order #
	939457 / 1	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

Spots/ Start/End Time Length Week Days Rate Type Spots Amount Spots/Week <u>Rate</u> \$500.00 6-7a :30 NM 5 \$2,000.00 Spots/Week Rate 1 \$400.00 1 \$400.00 1 \$400.00 1 \$400.00 1 \$400.00 Sun 7-8p :30 NM 1 \$2,500.00 Spots/Week Rate 1 \$2,500.00 :30 NM 5 \$2,000.00 Spots/Week Rate 1 \$400.00 1 \$400.00 1 \$400.00 1 \$400.00 \$400.00 This Week With George Step930-1030am :30 NM 2 \$2,000.00 Spots/Week Rate 1 \$1,000.00 0 \$0.00 0 \$0.00 1 \$1,000.00 Tue 7-8p :30 NM 2 \$10,000.00 Spots/Week Rate \$5,000.00 1 0 \$0.00 1 \$5,000.00 Tue 8-9p :30 NM 2 \$5,000.00 Spots/Week Rate 1 \$2,500.00 1 \$2,500.00

:30

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:30

:30

Weekdays

-Tu----

NM

Type

NM

NM

Rate

\$2,200.00

\$3,000,00

2

\$4,400.00

Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 **-1--**--1 \$2,200.00 N 42 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p :30 NM 2 \$6,000.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/15/12 10/21/12 **-**1----\$3,000.00 1 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type

Tue 9-10p

\$2,200.00

\$2,200.00

Tue 9-10p

Tue 8-9p

Rate

\$0.00

Start/End Time

Credited

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Contract / Revision Alt Order# 939457 / 1 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12 Week: 10/29/12	10/28/12	-1	1	\$3,000.00						
	11/04/12	-1	1	\$3,000.00						
43 WISN 10/27			otball Game #2	230p-6p		:30		NM	1	\$7,000.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> - 1-	Spots/Week	<u>Rate</u> \$7,000.00						
44 WISN 11/03	***************************************		Oallana Carthal	***************************************	****				_	
Start Date	End Date	Weekdays	College Footbal Spots/Week	7-1030p Rate		:30		NM	2	\$2,600.00
Week: 10/29/12	11/04/12	2-	2	\$1,300.00				Ī		
45 WISN 10/28	/12 10/28/	12 Sun 9-930 <i>A</i>	4	9-930A		:30		NM	2	\$450.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	Q-100.00
Week: 10/22/12	10/28/12	- 2	2	\$225.00						
46 WISN 10/22			•	2-3pm/1-2p		:30		NM	1	\$350.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	Rate						
			•	\$350.00						
47 WISN 11/06 Start Date	/12 11/06/ ⁻ End Date	12 General Ho Weekdays	spital Spots/Week	2-3pm/1-2p Rate		:30		NM	1	\$350.00
Week: 11/05/12	11/11/12	-1	<u>5000374466K</u>	\$350.00						
48 WISN 10/15/	/12 11/05/	12 Late News	10PM	10-1030p		:30		NM	4	\$6.400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1.4141	**	\$6,400.00
Week: 10/15/12	10/21/12	1	1	\$1,60 0.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
49 WISN 10/15/				10-11am		:30		NM	4	\$2,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$500.00						
Week: 10/10/12	10/28/12	1 -	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
50 WISN 11/06/	/12 11/06/1	12 The View		10-11am		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				,,		\$300.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
51 WISN 10/15/		2 ANDERSO		M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				- 1		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$225.00						
Week: 10/22/12	11/04/12	1	1	\$225.00 \$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29/		2 3-4n		3-4p		:30		NM	2	£4 000 00
Start Date		Weekdays	Spots/Week	Rate		.50		IAIAL	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06/		•		3-4p		:30		NM	1	\$500.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29/			0 1 *** :	4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00						
710011 10120112	111 9:11 12	-	1	φυσούσο				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 / 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

					Spots/				
*Line Ch Start Date E	nd Date Description	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
<u>Start Date</u> <u>End D</u> Week: 11/05/12 11/11.		<u>Spots/Week</u> 1	<u>Rate</u> \$600.00						
55 WISN 10/15/12 1	1/05/12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date End D		Spots/Week	Rate						
Week: 10/15/12 10/21		1	\$1,000.00						
Week: 10/22/12 10/28 Week: 10/29/12 11/04		1	\$1,000.00						
Week: 11/05/12 11/11.		1	\$1,000.00 \$1,000.00				1		
	1/05/12 News M-F	F.O.	5-6A		:30		NM	4	£4 400 00
Start Date End D		Spots/Week	Rate		.30		14141	4	\$1,400.00
Week: 10/15/12 10/21		1	\$350.00						
Week: 10/22/12 10/28	/12 1	1	\$350.00						
Week: 10/29/12 11/04		1	\$350.00				1		
Week: 11/05/12 11/11	/12 1	1	\$350.00						
	I/05/12 News M-F	•	6-630pm		:30		NM	5	\$6,000.00
Start Date End D		Spots/Week	Rate				l		
Week: 10/08/12 10/14 Week: 10/15/12 10/21		1	\$1,200.00 \$1,200.00				ı		
Week: 10/22/12 10/28		1	\$1,200.00						
Week: 10/29/12 11/04		1	\$1,200.00						
Week: 11/05/12 11/11		1	\$1,200.00						
58 WISN 10/15/12 1	1/05/12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date End D		Spots/Week	Rate					•	V 1,000.00
Week: 10/15/12 10/21		1	\$1,000.00						
Week: 10/22/12 10/28		1	\$1,000.00						
Week: 10/29/12 11/04		1	\$1,000.00						
Week: 11/05/12 11/11		1	\$1,000.00						
	1/06/12 News M-F		6-7A		:30		NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11		Spots/Week 1	<u>Rate</u> \$1,000.00						
		nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date End D		Spots/Week	Rate		.50		1/11/1	3	\$2,550.00
Week: 10/22/12 10/28		1	\$850.00						
Week: 10/29/12 11/04	/12 1	1	\$850.00						
Week: 11/05/12 11/11	/12 1	1	\$850.00						
61 WISN 10/08/12 1	1/05/12 Good Mor	ning America	7-9a		:30		NM	5	\$5,000.00
Start Date End I		Spots/Week	Rate						
Week: 10/08/12 10/14		1	\$1,000.00						
Week: 10/15/12 10/21 Week: 10/22/12 10/28		1	\$1,000.00 \$1,000.00						
Week: 10/22/12 10/20 Week: 10/29/12 11/04		1	\$1,000.00						
Week: 11/05/12 11/11		i	\$1,000.00						
	1/06/12 Good Mor	ning America	7-9a		:30		NM	1	\$1,000.00
Start Date End D		Spots/Week	Rate		.00		14141	'	ψ1,000.00
Week: 11/05/12 11/11		1	\$1,000.00						
63 WISN 10/15/12 1	1/05/12 LIVE WITI	HKELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date End [Spots/Week	Rate						
Week: 10/15/12 10/21		1	\$450.00						
Week; 10/22/12 10/28	/12 1	1	\$450.00				J		

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	Contract / Revision 939457 / 1	Alt Order # 06262067	
Contract Dates	Product	Estimate #	=
10/02/12 - 11/06/12	DSCC-IE	1533	
Advertiser	[2	Original Date / Revision	\exists
Democratic Senatoria	I Ca	09/18/12 / 09/18/12	

*Line	Ch Start I	Date End D	ate Description	n	Start/End Time	Days	Spots/ Length Week	Rate	Type	Spots	Amount
	Start Date 10/29/12 11/05/12	End Date 11/04/12 11/11/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$450.00						
vveek	. 11/05/12	11/11/12	T	1	\$450.00		Total	s		347	\$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	/ision		Alt Order #		
	939457	/ 2		06262067		
Product						
DSCC-IE						
Contract Dates	Estimate #					
10/02/12 - 11/06/12	1533					
<u>Advertiser</u>			<u>Ori</u>	ginal Date /	Revision	
Democratic Senatorial Ca	ampaign Com	mittee	1	0/01/12	/ 10/01/12	
	Billing Cycle Billing Calendar			endar	<u>Cash/Trade</u>	
	EOM/EOC	Broado	ast		Cash	
	Station	Accou	nt E	xecutive	Sales Office	
	WISN	Will Hi	ldeb	orandt	HRP -Washingt	
	Special Handl	ling				
	<u>Demographic</u>				**	
	Adults 35+					
	IDB#	Advert	iser	Code	Product Code	
	8091	49			53	
	Agency Ref			Advertiser	Ref	
	1			I .		

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 2-3pm/1-2p :30 General Hospital NM \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$350.00 -TWTF--2 2 Week: 10/08/12 10/14/12 -TWTF--\$350.00 2 Week: 10/15/12 10/21/12 -TWTF--\$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--\$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 15 \$24,000.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 2 \$1,600.00 -TWTF--Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View :30 10-11am NM 14 \$7,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 10/21/12 3 Week: 10/15/12 -TWTF--\$500.00 3 Week: 10/22/12 10/28/12 -TWTF--\$500.00 11/04/12 -TWTF--4 Week: 10/29/12 \$500.00 Late News 1030PM WISN 10/02/12 11/02/12 1030p-11p :30 NM 5 \$4,750.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$950.00 1 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--\$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--1 \$750.00 Week: 10/08/12 10/14/12 -TWTF--\$750.00

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Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Spots/

						Spots/				
*Line Ch Start I	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02/	/12 11/02/ ⁻	12 ANDERSO	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/		12 THE CHE	W	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/		12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				1		
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/				3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/		· · · · · · · · · · · · · · · · · · ·		4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF -TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2 2	\$600.00				ı		
				\$600.00						
11 WISN 10/02/			•	5-530pm		:30		NM	14	\$14,000.00
<u>Start Date</u> Week: 10/01/12	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2 3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00 \$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3							
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
				\$1,000.00						
12 WISN 10/02/				5-6A		:30		NM	15	\$5,250.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF		\$350.00						
**GGK. 10/00/12	10/14/12	-1M1L	3	\$350.00						

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10/01/12 / 10/01/12



	Contract / Revision 939457 / 2	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser		Original Date / Revision

				\ <u></u>		01-1				est.
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02	/12 11/02/	12 News M-F	6р	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3 4	\$1,000.00 \$1,000.00						
			-							
15 WISN 10/02			ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$850.00						
Week: 10/08/12	10/17/12	-TWTF	2	\$850.00 \$850.00						
Week: 10/15/12	10/14/12	-TWTF	3	\$850.00						
Week: 10/13/12	10/28/12	-TWTF	2	\$850.00				ļ		
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02			ning America			.30			0.4	#04.000.00
Start Date	End Date	Weekdays	Spots/Week	7-9a Rate		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00.						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WITH	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, -,
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00				l		
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26				Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				•		
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08		_		Prime Other		:30		NM	5	\$25,000.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1	1	\$5,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$5,000.00 \$5,000.00						
VVECK, IUIZZIIZ	10/20/12	T	ı	\$5,000.00				L		

Democratic Senatorial Ca

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	Contract / Revision 939457 / 2	Alt Order # 06262067
	939437 / 2	00202007
Contract Dates	Product	Estimate #
10/02/12 - 11/0 6/12	DSCC-IE	1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/01/12 / 10/01/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week		_	_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M :30 \$ 5,000.00	NM	
See <i>MG 1</i> 9.6 6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM	
(f) MG for 19.3 10/22	WiOii 7-op	.30 \$3,000.00	14141	
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	•	.50		ψ+,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM	
Credited				
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	· —			
Week: 10/01/12	\$600.00 \$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/13/12 10/21/12 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00		i	
22 WISN 10/13/12 10/13/12 College Football Game #2		:30	NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week		.00	1 330	\$0,000.00
Week: 10/08/12 10/14/121 1	\$6,500.00			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
Start Date End Date Weekdays Spots/Week				
Week: 10/01/12 10/07/121- 1	\$500.00			
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12	\$500.00 \$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Spots/Week	Rate			· •
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00		1	
Week: 10/01/12 10/01/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00		ŀ	
			1	

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 06262067 939457 / 2 Product Estimate # Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

					Spots/				
*Line Ch Start Date E	nd Date Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date End		Spots/Week	<u>Rate</u>						
Week: 10/22/12 10/28		1	\$600.00						
Week: 10/29/12 11/04		1	\$600.00					_	
	1/03/12 SA 630-7p	On ata Allanda	630p-7p		:30		NM	2	\$1,000.00
<u>Start Date</u> <u>End l</u> Week: 10/15/12 10/21		Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/22/12 10/28		Ö	\$0.00				1		
Week: 10/29/12 11/04		1	\$500,00						
28 WISN 10/13/12 1	0/27/12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date End I		Spots/Week	<u>Rate</u>						
Week: 10/08/12 10/14		1	\$1,000.00						
Week: 10/15/12 10/21		0	\$0.00						
Week: 10/22/12 10/28		1	\$1,000.00						
		College Footbal	-		:30		NM	3	\$3,000.00
Start Date End Week: 10/01/12 10/07	Date Weekdays	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/01/12 10/01/14 10/01/14		Ö	\$0.00				1		
Week: 10/15/12 10/2		2	\$1,000.00						
	1/03/12 News Sat 7	-9a	7-9am		:30		NM	4	\$1,800,00
Start Date End		Spots/Week	Rate						* 1,===1.
Week: 10/08/12 10/14	1/121-	1	\$450.00						
Week: 10/15/12 10/2		1	\$450.00						
Week: 10/22/12 10/28		1	\$450.00						
Week: 10/29/12 11/04		1	\$450.00						
	1/04/12 Late News	•	10p-1030p		:30		NM	5	\$8,000.00
<u>Start Date</u> <u>End</u> Week: 10/01/12 10/01		Spots/Week	<u>Rate</u> \$1,600.00						
Week: 10/01/12 10/01/	· ·=	1	\$1,600.00				1		
Week: 10/15/12 10/2		1	\$1,600.00				1		
Week: 10/22/12 10/28		1	\$1,600.00						
Week: 10/29/12 11/04	1 /121	1	\$1,600.00						
32 WISN 10/14/12 1	1/04/12 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date End		Spots/Week	<u>Rate</u>						
Week: 10/08/12 10/14		1	\$950.00						
Week: 10/15/12 10/2		1	\$950.00						
Week: 10/22/12 10/28		1	\$950.00						
Week: 10/29/12 11/04		I	\$950.00						
	1/04/12 Su 458-6a	Spots/Week	458-6AM Rate		:30		NM	4	\$800.00
<u>Start Date</u> <u>End</u> Week: 10/08/12 10/14		<u> 30013/4466K</u> 1	\$200.00				1		
Week; 10/15/12 10/2		1	\$200.00						
Week: 10/22/12 10/28		1	\$200.00						
Week: 10/29/12 11/0-	1/121	1	\$200.00				1		
34 WISN 10/07/12 1	1/04/12 News Sun	530pm	530-6p		:30		NM	5	\$2,500.00
Start Date End		Spots/Week	Rate						
Week: 10/01/12 10/0		1	\$500.00				l		
Week: 10/08/12 10/14		1	\$500.00						
Week: 10/15/12 10/2 Week: 10/22/12 10/2		1	\$500.00 \$500.00						
VVCCN. 10/22/12 10/20	, i∈±	į	\$J00.00				J		

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Contract / Revision Alt Order# 939457 / 2 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots	s/			
*Line Ch Start	Date End D	ate Description	1	Start/End Time	Days	Length Weel		TypeS	pots	Amount
<u>Start Date</u> Week: 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00						
35 WISN 10/07.	/12 11/04/	12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1	1	\$400.00				j		
Week: 10/08/12	10/14/12 10/21/12	1	1	\$400.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1 1	1	\$400.00 \$400.00				1		
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21				Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		FAIN	J	\$2,500.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07	/12 11/04/	12 News Sun 7	-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					_	42,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14			With George Ste	•		:30		NM	2	\$2,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/14/12		0	\$0.00						
Week: 10/13/12	10/28/12		ő	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09	/12 10/23/	12 DanceResul	ts	Tue 7-8p		:30		NM	2	\$10,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			-	\$10,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02		12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	-1	1	\$2,500.00	Maakda	Lanath	Data	Tuna		
	ate <u>Range</u> I/0 <i>1/1</i> 2-1 <i>0/</i> 07	<u>Description</u> /12 HappyEnd		Start/End Time Tue 8-9p	Weekda -Tu		<u>Rate</u> \$2,500.00	Type NM		
See MG 4		712 HappyLiu		rue o-sp	-1u	30	\$2,200.00	10101		
		/12 DWTS Res	ults	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
MG for 40.							,,			
Week: 10/08/12	10/14/12	-1	1	\$2,500.00				- 1		
41 WISN 10/02	/12 10/30/ ⁻	12 PrivatePract	ice	Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, ,
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00	Mar also		D-1-	_,l		
	ate Range 0/15/12-10/21	<u>Description</u> In Description/	tice	Start/End Time Tue 9-10p	Weekda		Rate \$2,200.00	<u>Type</u> NM		
2 VVISIV TO Credited	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	iiz riivateriat	TIPE	100 8-10h	- , u	30	⊕∠,∠∪∪∶∪∪	IVIVI		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
								<u>-</u>		

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Contract / Revision	Alt Order #
939457 / 2	06262067
Product	Estimate #
DSCC-IE	1533
	939457 / 2 Product

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate	Type Sp	ots	Amount
42 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p :30	NM NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week Rate	14141	2	\$0,000.00
Week: 10/15/12 10/21/12 -1 1 \$3,000.00			
Spot Ch Date Range Description Start/End Time Weekdays Length Rate	<u>Type</u>		
1 W/SN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00	NM		
Credited Week: 10/22/12			
Week: 10/29/12 11/04/12 -1 1 \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p ;30 <u>Start Date End Date Weekdays Spot</u> s/Week Rate	NM	1	\$7,000.00
Week: 10/22/12 10/28/121- 1 \$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7-1030p :30	NM	2	\$2,600.00
Start Date End Date Weekdays Spots/Week Rate	14141	2	Ψ2,600.00
Week: 10/29/12 11/04/122- 2 \$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30	NM	2	\$450.00
<u>Start Date </u>			,
2225.00			
46 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p :30	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12			
47 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p :30 Start Date End Date Weekdays Spots/Week Rate	NM	1	\$350.00
Week: 11/05/12 11/11/12 -1 1 \$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30	NM	4	\$6,400.00
Start Date End Date Weekdays Spots/Week Rate	14141	7	\$0,400.00
Week: 10/15/12 10/21/12 1 1 \$1,600.00			
Week: 10/22/12 10/28/12 1 1 \$1,600.00			
Week: 10/29/12			
49 WISN 10/15/12 11/05/12 The View 10-11am ;30 Start Date End Date Weekdays Spots/Week Rate	NM	4	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 1 1 \$500.00			
Week: 10/22/12 10/28/12 1 1 \$500.00			
Week: 10/29/12 11/04/12 1 1 \$500.00			
Week: 11/05/12 11/11/12 1 1 \$500.00			
50 WISN 11/06/12 11/06/12 The View 10-11am :30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Rate			4400.00
Week: 11/05/12 11/11/12 -1 1 \$500.00			
51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30	NM	4	\$900.00
<u>Start Date End Date Weekdays Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 1 1 \$225.00			
Week: 10/15/12			
Week: 10/29/12 11/04/12 1 1 \$225.00			
Week: 11/05/12 11/11/12 1 1 \$225.00			
52 WISN 10/29/12 11/05/12 3-4p 3-4p :30	NM	2	\$1,000,00
Start Date End Date Weekdays Spots/Week Rate	14141	2	\$1,000.00
Week: 10/29/12 11/04/12 1 1 \$500.00			
Week: 11/05/12 11/11/12 1 1 \$500.00			
53 WISN 11/06/12 11/06/12 3-4p 3-4p :30	NM	1	\$500.00

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #
	939457 / 2	06262067
Contract Dates	Product	Estimate #
0/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

				55						
William Ob Out	D-1- F)		011/51.71		Spots/	<u>.</u> .			
*Line Ch Start				Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$500.00						
54 WISN 10/29		12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$600.00 \$600.00						
55 WISN 10/15						420				24 222 22
Start Date	End Date	Weekdays	Spots/Week	5-530pm Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15				5-6A		:30		NM	4	\$1,400.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08	/12 11/05/	12 News M-F	6р	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						** 000100
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00 \$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/		12 News M-F		6-7A		:30		NM	4	#4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00				l		
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/				6-7A		:30		NM	1	\$1,000.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
60 WISN 10/22	/12 11/05/ ⁻	12 Entertainn	nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	Weekdays	Spots/Week	Rate				1		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$850.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$850.00 \$850.00						
61 WISN 10/08/			ning America	7-9a		:30		NINA	-	05.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	5	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	T	1	\$1,000.00						
62 WISN 11/06/			ning America	7-9a		:30		NM	1	\$1,000.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00				ļ		
		_	•	@1 ₁ 000.00				ŧ		

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Print Date 10/01/12

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	Contract / Revision	on Alt Order#
	939457 /	2 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser		Original Date / Revision
Democratic Senatorial	Ca	10/01/12 / 10/01/12

Spots/

Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
63 WISN 10/15	5/12 11/05/	12 LIVE WITI	H KELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00				1		
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
						Total	S		347	\$312,450.00

Time Period # of Spots Gross Amount Net Amount 10/01/12 -10/28/12 \$189,337.50 246 \$222,750.00 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 347 \$312,450.00 \$265,582.50

Signature:	Date:	
Signatar VI	Dulo.	



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	vision	Alt Orde	<u>r#</u>
	939457	/ 3	0626206	57
Product				
DSCC-IE				
Contract Dates	Estimate #			
10/02/12 - 11/06/12	1533			
Advertiser			Original Da	te / Revision
Democratic Senatorial Ca	ampaign Com	mittee	10/03/12	/ 10/03/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	east	Cash
	Station	Accou	nt Executive	Sales Office
	WISN	Will Hi	ldebrandt	HRP -Washingt
	Special Hand	ling		
	<u>Demographic</u>			
	Adults 35+			
	IDB#	Advert	iser Code	Product Code
	8091	49		53
	Agency Ref	-	Advertis	er Ref

Print Date 10/03/12

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02	/12 11/02/ ⁻	12 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						**,***
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02		12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02	· · · · · · · · · · · · · · · · · · ·			10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				l		•
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02		12 Late News		1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00				l		
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02		12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Nolwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #		
	939457 / 3	06262067		
Contract Dates	Product	Estimate #		
10/02/12 - 11/06/12	DSCC-IE	1533		

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

Si	oots/
v	JULO!

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				T		
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$750.00						
***************************************	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02			ON COOPER	M-F 11A-12P		:30		MM	14	\$3,150.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF 	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2 2	\$225.00						
Week: 10/15/12	10/14/12	-TWTF	3	\$225.00 \$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/		*****		12P-1P		-20	***	115.6	_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/	/12 11/02/	12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	10	Φ4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				ľ		
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/				3 - 4p		:30		MM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF -TWTF	2	\$500.00						
Week: 10/15/12	10/14/12	-TWTF	2 2	\$500.00 \$500.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00 \$500.00						
			4							
10 WISN 10/02/ Start Date	'12 11/02/1 End Date		Spoto AAlook	4P-5P		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF 	Spots/Week 2	<u>Rate</u> \$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	12 11/02/1	2 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1.4141	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/			5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		. ,
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Week: 10/22/12

10/28/12

1----



Alt Order# Contract / Revision 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **153**3

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start	Date End F	ate Description	on.	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	noto	A ma m 4
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Length Week	11016	Турез	pots	Amount
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02	/12 11/02/	12 News M-F	6р	6-630pm	***	:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						7.0100.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				i		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				j		
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02/			ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/			ing America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/		12 LIVE WITH	KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						**,******
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26/	12 10/26/	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	ΨΦ,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08/	12 11/05/	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				,	-	420,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						

\$5,000.00

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	Contract / Revision	Alt Order #			
	939457 / 3	06262067			
Contract Dates	Product	Estimate #			

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Descrip	tion	Start/End Time	Spots/ Days Length Week Rate	T	
Start Date End Date Weekdays	Spots/Week	Rate	Days Length Week Rate	Type Spots	Amount
Spot Ch Date Range Descript		Start/End Time	Weekdays Length Rate	Tuna	
3 WISN 10/22/12-10/28/12 Dancing		Prime Other	<u>Weekdays Length Rate</u> M::30 \$5,000.00	<u>Type</u> <i>NM</i>	
See MG 19.6		1 mile Other	,450 \$5,000.00	IVIVI	
6 WISN 10/22/12-10/28/12 Dancing		Mon 7-8p	M: :30 \$5,000.00	NM	
⊕ MG for 19.3 10/22			.50 \$5,000.00	14141	
Week: 10/29/12 11/04/12 1	1	\$5,000.00			
Week: 11/05/12 11/11/12 1	1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle		Mon 9-10p	:30	NM 1	£4.000.00
Start Date End Date Weekdays	Spots/Week	Rate	.00	NM 1	\$4,000.00
Week: 10/22/12 10/28/12 1	1	\$4,000.00			
Spot Ch Date Range Descript	<u>ion</u>	Start/End Time	Weekdays Length Rate	<u>Ty</u> pe	
1 WISN 10/22/12-10/28/12 Castle		Mon 9-10p	M :30 \$4,000.00	NM	
Credited					
Week: 10/29/12 11/04/12 1	1	\$4,000.00			
	/s Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>			10,000.00
Week: 10/01/12 10/07/121-	1	\$600.00			
Week: 10/08/12 10/14/121- Week: 10/15/12 10/21/121-	1	\$600.00			
	1	\$600.00			
Week: 10/22/12 10/28/121- Week: 10/29/12 11/04/121-	1	\$600.00			
	I	\$600.00			
22 WISN 10/13/12 10/13/12 College F		230p-6p	:30	NM 1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/08/12 10/14/121	Spots/Week 1	<u>Rate</u> \$6,500.00			
23 WISN 10/06/12 11/03/12 News Sa <u>Start Date</u> <u>End Date</u> <u>Weekdays</u>		6-630pm	:30	NM 5	\$2,500.00
Week: 10/01/12 10/07/121-	Spots/Week 1	<u>Rate</u> \$500.00			
Week: 10/08/12 10/14/121-	<u>i</u>	\$500.00			
Week: 10/15/12 10/21/121-	1	\$500.00			
Week: 10/22/12 10/28/121-	1	\$500.00			
Week: 10/29/12 11/04/121-	1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6	a	456-6AM	:30	NINA 4	
Start Date End Date Weekdays	Spots/Week	Rate	.50	NM 4	\$800.00
Week: 10/08/12 10/14/121-	1	\$200.00			
Week: 10/15/12 10/21/121-	1	\$200.00			
Week: 10/22/12 10/28/121-	1	\$200.00			
Week: 10/29/12 11/04/121-	1	\$200.00		-	
25 WISN 10/06/12 11/03/12 News Sa	6р-630р	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays	Spots/Week	Rate			45,500.00
Week: 10/01/12 10/07/121-	1	\$700.00			
Week: 10/08/12 10/14/121-	1	\$700.00			
Week: 10/15/12 10/21/121- Week: 10/22/12 10/28/121-	1	\$700.00			
***	1	\$700.00			
	l l	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	0	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/01/12 10/07/121	Spots/Week	Rate			
Week: 10/08/12 10/07/121-	1	\$600.00 \$600.00			
Week: 10/15/12 10/21/121-	1	\$600.00			
7.5.2.1.1.2. 4	1	4000.00		l	

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Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/03/12 / 10/03/12

*Line Ch Start	Date End D	ate Descriptio	ın	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	note	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	,-	zongar rrock	11010	Турео	pots	Amount
Week: 10/22/12	10/28/12	1-	1	\$600.00				1		
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20		12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	Ψ1,000.00
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1- 	1	\$500.00						
Week: 10/29/12	11/04/12	1-	0 1	\$0.00						
28 WISN 10/13				\$500.00						
Start Date	End Date	12 Sat 630-7p Weekdays	Spots/Week	630-7p Rate		:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00				i		
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06	/12 10/20/	12 ABC Prime	College Footbal	7-1030p	***************************************	:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					Ŭ	φο,οσο.σσ
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	2-	0	\$0.00						
			2	\$1,000.00	***************************************					
30 WISN 10/13/ Start Date	/12 11/03/1 End Date	12 News Sat 7 Weekdays		7-9am		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	vveekuays	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/	12 11/04/1	2 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					Ū	Ψ0,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12	1	1	\$1,600.00						
Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$1,600.00						
Week: 10/22/12	10/21/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	12 11/04/1	2 Late News	SU 1030PM	1030p-11p		.20		3,11,4		
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	1	\$950.00				1		
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/				458-6AM		:30		NM	4	\$800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/	12 11/04/1	2 News Sun 5	30pm	530-6p		:30		NM	5	#2 E00 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		TAINI	J	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$500.00						
1100K, 10/22/12	IVIZUITZ	- 1	ı	\$500.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Week: 10/22/12

10/28/12

Contract / Revision Alt Order# 939457 / 3 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

THE TRANSPOON TO SEE THE TRANS	03/12 / 10	
Spots/		
*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Ty	pe Spots	Amount
<u>Start Date </u>		
	IM 5	\$2,000.00
<u>Start Date </u>		
Week: 10/08/12 10/14/121 1 \$400.00	1	
Week: 10/15/12 10/21/121 1 \$400.00	1	
Week: 10/22/12 10/28/121 1 \$400.00		
Week: 10/29/12 11/04/121 1 \$400.00		
36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30	IM 1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/121 1 \$2.500.00		
27 MION 4007102 44 00110	_	
	IM 5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12	Ī	
Week: 10/08/12 10/14/121 1 \$400.00		
Week: 10/15/12 10/21/121 1 \$400.00		
Week: 10/22/12 10/28/121 1 \$400.00		
Week: 10/29/12 11/04/121 1 \$400.00		
38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30	<u></u>	\$2,000.00
Start Date End Date Weekdays Spots/Week Rate	_	42,000.00
Week: 10/08/12		
45.00		
Week: 10/22/12		
20 WICH 40/00/40 40/00/40 D. D. H.		
39 WISN ·10/09/12 10/23/12 DanceResults Tue 7-8p :30 N <u>Start Date End Date Weekdays Spots/Week</u> Rate	M 2	\$10,000.00
Week: 10/08/12 10/14/12 -1 1 \$5,000.00		
Week: 10/15/12 10/21/12 0 \$0.00		
Week: 10/22/12 10/28/12 -1 1 \$5,000.00		
40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p :30	 M 2	\$5,000.00
Start Date End Date Weekdays Spots/Week Rate	····	Ψ5,000.00
Week: 10/01/12 10/07/12 -1 1 \$2,500.00		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Ty		
1 WISN 10/01/12-10/07/12 HappyEnd Tue 8-9p -Tu :30 \$2,500.00 \text{N} See MG 40.3	IM	
0.14/(0A) 40/04/40 40/07/40 DIATO D. //	18.4	
3 WISN 10/01/12-10/07/12 DWTS Results Tue 8-9p -Tu :30 \$2,500.00 N 1 See MG 40.4	IM	
4 WISN 10/01/12-10/07/12 DWTS Tue 7-8p -Tu :30 \$2,500.00 N	м	
(h) MG for 40.3 10/02	····]	
Week: 10/08/12 10/14/12 -1 1 \$2,500.00		
	M 2	\$4,400.00
Start Date End Date Weekdays Spots/Week Rate		. ,
Week: 10/01/12		
Week: 10/08/12		
Short Ch. Data Banga Bangainting		
0 14/1081 46/47/46 46/64/46 61 1 5 4	M M	

\$0.00

0

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10/03/12

/ 10/03/12



Contract / Revision Alt Order # 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

	_					Spot	ts/			
*Line Ch Start			1	Start/End Time	Days L	ength Wee	ek Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			71,000			
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
42 WISN 10/16				Tue 8-9p		:30		MM	2	\$6,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays -1	Spots/Week	Rate						
	ite Range	Description	1	\$3,000.00	NA/a - tl			_ !		
		/12 HappyEnd		Start/End Time Tue 8-9p	Weekdays	<u>Length</u>	Rate	<u>Type</u>		
Credited		nz nappyzna		rue o-ap		:30	\$3,000.00	NM		
Week: 10/22/12	10/28/12	-1	1	\$3,000.00						
Week: 10/29/12	11/04/12	- 1	1	\$3,000.00						
43 WISN 10/27/	12 10/27/°	12 College Foo	tball Game #2	230p-6p		:30		NM	1	\$7,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				1 4141	'	\$7,000.00
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
44 WISN 11/03/		12 ABC Prime	College Footbal	7-1030p		:30		NM	2	\$2,600.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	+=,000.00
Week: 10/29/12	11/04/12	2-	2	\$1,300.00						
45 WISN 10/28/		12 Sun 9-930A		9-930A		:30		NM	2	\$450.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays 2	Spots/Week	Rate						
	***************************************		2	\$225.00						
46 WISN 10/22/ Start Date	12 10/22/1 End Date	2 General Hos <u>Weekdays</u>		2-3pm/1-2p		:30		MM	1	\$350.00
Week: 10/22/12	10/28/12	1 	Spots/Week 1	<u>Rate</u> \$350.00						
47 WISN 11/06/	12 11/06/1	2 General Hos	nital	2-3pm/1-2p		:30		3.13.4		
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	1	\$350.00
Week: 11/05/12	11/11/12	- 1	1	\$350.00						
48 WISN 10/15/	12 11/05/1	2 Late News 1	орм	10-1030p		:30		NM	4	\$6,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					,	Ψ0,+00.00
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,600.00				1		
Week: 11/05/12	11/14/12	1 1	1	\$1,600.00						
			l .	\$1,600.00						
49 WISN 10/15/ Start Date			Constantination	10-11am		:30		NM	4	\$2,000.00
Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$500.00						
50 WISN 11/06/	12 11/06/1	2 The View		10-11am		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		13101	i	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
51 WISN 10/15/		2 ANDERSON	COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	Weekdays	Spots/Week	Rate						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$225.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00 \$225.00				- 1		
52 WISN 10/29/	·····			-						
Start Date	End Date	2 3-4p <u>Weekdays</u>	Spots/Week	3-4p <u>Rate</u>		:30		NM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
								l.		

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10/03/12

/ 10/03/12



Contract / Revision Alt Order# 939457 / 3 06262067 Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00		<u> </u>			<u>, </u>	
53 WISN 11/06	/12 11/06/	12 3-4p	***	3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				''''	'	Ψ300.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29		12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, ,
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1]	\$600.00						
55 WISN 10/15			•	5-530pm		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>						
Week: 10/13/12	10/21/12	1	1	\$1,000.00 \$1,000.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15		12 News M-F	-		····					
Start Date	End Date	Weekdays	Spots/Week	5-6A Rate		:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00				1		
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/	'12 11/05/	12 News M-F	6p	6-630pm	***************************************	:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1 4371	Ÿ	\$0,000.00
Week: 10/08/12	10/14/12	1	1 •	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/				6-7A		:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1 	Spots/Week 1	<u>Rate</u>						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/	***************************************	12 News M-F	6							
Start Date	End Date	Weekdays	Spots/Week	6-7A Rate		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/	12 11/05/1	12 Entertainm	ent Tonight	630p-7pm		:30		NM	2	82 EE0 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		ININI	3	\$2,550.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08/	12 11/05/1	I2 Good Morr	ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	++,500.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$1,000.00				I		
vveek: 17/05/72	11/11/12	1	1	\$1,000.00						

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71 WISN 10/04/12

72 WISN 10/06/12

Start Date

Week: 10/01/12

Week: 10/01/12

Start Date

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812
 Contract / Revision
 Alt Order #

 939457 / 3
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/03/12 / 10/03/12

Spots/

:30

:30

*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate 62 WISN 11/06/12 11/06/12 Good Morning America 7-9a :30 NM 1 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$1,000.00 1 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM \$1,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$450.00 1 Week: 10/22/12 10/28/12 1----1 \$450.00 Week: 10/29/12 11/04/12 1 \$450.00 Week: 11/05/12 11/11/12 \$450.00 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 --5-\$1,000.00 65 WISN 10/06/12 BIG 12 BadgerPost 10/06/12 630-7p, 6-630p :30 NM \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----5-1 \$1,500.00 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM 1 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---T**---**1 \$3,000.00 67 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM \$350.00 Start Date Weekdays End Date Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--1 \$350.00 68 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM 1 \$250.00 Start Date End Date Spots/Week **Weekdays** Rate Week: 10/01/12 10/07/12 ----5-\$250.00 1 69 WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM \$200.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 ----Ś \$200.00 70 WISN 10/04/12 10/05/12 KATIE COURIC M-F 2-3P :30 NM 2 \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--2 \$400.00

11p-1130p

\$1,500.00

Rate

INSIDE HUD 1035

Rate

\$250.00

Totals 357 \$321,300.00

NM

NM

1

1

\$1,500.00

\$250.00

Time Period	# of Spots	# of Spots Gross Amount				
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00			
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00			
Totals	357	\$321,300.00	\$273,105.00			

Nightline

INSIDE THE HUDDLE

Weekdays

Weekdays

----S-

---TF--

10/05/12

10/06/12

End Date

10/07/12

End Date

10/07/12

Signature:	Date:	

Spots/Week

1

Spots/Week

1

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	Contract / Revision	Alt Order #
	939457 / 3	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser		Original Date / Revision
Democratic Senatoria	l Ca	10/03/12 / 10/03/12

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 1 4 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/04/12 / 10/04/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN HRP -Washingto Will Hildebrandt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

*Line Ch Start				Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
1 WISN 10/02			•	2-3pm/1-2p		:30		NM	10	\$3,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week 2	<u>Rate</u> \$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00 \$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00				1		
2 WISN 10/02	/12 11/02/	12 Late News		10-1030p		:30		NM	45	004 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	15	\$24,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00				ŀ		
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02	/12 11/02/	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,,	• •	Ψ1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				l		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00]		
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/				1030p-11p		:30		NM	5	\$4,750.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate				ŀ		,
Week: 10/08/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF -TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
			1	\$950.00						
5 WISN 10/02/			01-111	11p-1130p		:30		NM	8	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate				ļ		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00 \$750.00						
1.000. 10,000.12	.0/17/12	1 84 5 1	I	Φ/ OU.UU						

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	Contract / Revision	Alt Order#			
	939457 / 4	06262067			
Contract Dates	Product	Estimate #			
10/02/12 - 11/06/12	DSCC-IE	1533			

<u>Advertiser</u>	Original Date / Revision
Democratic Senatorial Ca	10/04/12 / 10/04/12

						Spots/				
***		ate Description		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF -TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-1W1F	2 2	\$750.00 \$750.00						
					,	<u> </u>				
6 WISN 10/02	2/12 11/02/ End Date	·- · · · · · - · · · •	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09		12 THE CHEV	N	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1,5101	Ü	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				i		
8 WISN 10/02	/12 11/02/ ⁻	12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7 1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02			0	3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	#C 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02			•	5-530pm		:30	1	NM	14	\$14,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				- 1		,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				- 1		
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	3	\$1,000.00				I		
Week: 10/13/12	10/21/12	-TWTF -TWTF	3 3	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00 \$1,000.00				1		

12 WISN 10/02 <u>Start Date</u>	/12 11/02/1 End Date	i2 News M-F Weekdays	Spots/Week	5-6A		:30		NM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	<u> </u>	<u>Rate</u> \$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
			-					J		

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Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict whither



Contract / Revision Alt Order# 939457 06262067 Contract Dates

Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

										_
*Line Ch Start	Date End [Data Descripti	on	Start/End Time	Dava	Spots/	Dete	T 6		
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Length Week	Rate	TypeS	pots	Amount
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02	2/12 11/02/	/12 News M-F	6р	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				7		Ψ10,000,00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				l l		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$1,200.00						
	11/04/12	-TWTF	3	\$1,200.00		·				
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2 3	\$1,000.00				l		
Week: 10/15/12	10/14/12	-TWTF	3	\$1,000.00 \$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				l		
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			nent Tonight			~~	***************************************			
Start Date	End Date	Weekdays	Spots/Week	630p-7pm <u>Rate</u>		:30		MM	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02	/12 11/02/	12 Good Mori	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		, 4141	21	Ψ2 1,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	~TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	- TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02		12 LIVE WITH		9-10am		:30	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						. ,
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$450.00						
Week: 10/05/12	10/14/12	-TWTF -TWTF	2 3	\$450.00						
Week: 10/13/12	10/21/12	-TWTF	3	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26	******									
Start Date	End Date	Weekdays	Spots/Week	Fri 9-10p <u>R</u> ate		:30		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00				1		
19 WISN 10/08	/12 11/05/	12 Dancing		Prime Other		:30		A I A	-	PAE 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.ა∪		NM	5	\$25,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 4 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

			Spo	ts/			
*Line Ch Start Date End Date	Description	Start/End Time	Days Length Wee	ek Rate	Type Spots	š /	Amount
	ekdays Spots/Week	<u>Rate</u>		· · · · · · · · · · · · · · · · · · ·			
Spot Ch Date Range	<u>Description</u>	Start/End Time	Weekdays Length	<u>Rate</u>	<u> Type</u>		
3 WISN 10/22/12-10/28/12	Dancing	Prime Other	M :30	\$5,000.00	NM		
See MG 19.6	Develop						
6 WISN 10/22/12-10/28/12	Dancing	Mon 7-8p	M :30	\$5,000.00	NM		
MG for 19.3 10/22 Week: 10/29/12	1	#E 000 00					
Week: 11/05/12 11/11/12 1	1	\$5,000.00 \$5,000.00					
20 WISN 10/22/12 10/29/12 (Start Date End Date We	ekdays <u>Spots/Week</u>	Mon 9-10p <u>Rate</u>	:30		NM	1 \$	4,000.00
	1	\$4,000.00					
	Description	Start/End Time	Weekdays Length	Rate	<u>Ту</u> ре		
1 W/SN 10/22/12-10/28/12	Castle	Mon 9-10p	M:30	\$4.000.00	NM		
Credited		·		V .,			
Week: 10/29/12 11/04/12 1	1	\$4,000.00					
21 WISN 10/06/12 11/03/12 I	Late News Sa 10pm	10-1035p	:30	1111	NM	5 \$	3,000.00
	ekdays Spots/Week	<u>Rate</u>				•	.0,000.00
	1- 1	\$600.00					
	1 1	\$600.00					
	1- 1	\$600.00					
	1- 1	\$600.00					
	1- 1	\$600.00					
N 22 WISN 10/13/12 10/13/12		230p-6p	:30		NM	1 \$	6,500.00
	<u>ekdays</u> <u>Spots/Week</u> 1- 1	<u>Rate</u>					
	Description	\$6,500.00 Start/End Time	Mookdoup Longth	Deta	_		
	College Football Game #2	230p-6p	Weekdays Length	<u>Rate</u> \$ 6,5 00.00	<u>Type</u>		
See MG 22.2	conogo i consum cumo m2	200p-0p	.50	\$6,500.66	NM		
2 WISN 10/06/12-10/06/12	College Football BADGER	230p-6p	sa :30	\$6,500.00	NM		
→ MG for 22.1 10/13	•	* r		4 0,000.00	11		
23 WISN 10/06/12 11/03/12 M	News Sa 6p-630p	6-630pm	:30		NM	5 \$	2,500.00
	ekdays Spots/Week	Rate			1300	J 4	2,300.00
· · · · · · · · · · · · · · · · · · ·	1- 1	\$500.00					
	1- 1	\$500.00					
	1- 1	\$500.00					
	1 1	\$500.00					
·····	1 1	\$500.00					
24 WISN 10/13/12 11/03/12 S		456-6AM	:30		MM	4	\$800.00
	<u>ekdays</u> <u>Spots/Week</u> 1- 1	Rate					
Week: 10/15/12 10/21/12	·1- 1 ·1- 1	\$200.00 \$200.00					
	1- 1	\$200.00					
	·1- 1	\$200.00					
	News Sa 6p-630p		.00			_	
<u>-</u>	ekdays Spots/Week	6-630pm <u>Rate</u>	:30		NM	5 \$	3,500.00
	1- <u>Opots/veek</u>	\$700.00					
	1- 1	\$700.00					
	1- 1	\$700.00					
	1- 1	\$700.00					
Week: 10/29/12 11/04/12	1- 1	\$700.00					
					•		

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	15 3 3
Advertiser	lo	riginal Date / Revision

Democratic Senatorial Ca

Name of the second seco	Date End D	ate Descriptio	n	Start/End Time	Days	Spots/ Length Week	Rate	TypeSp	ots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					*****	
26 WISN 10/06				6-7a		:30		NM	5	\$3,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/07/12	1- 1	1	\$600.00						
Week: 10/15/12	10/14/12 10/21/12	1- 1-	1	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1-	1	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20						.00		122.4	_	
Start Date	End Date	Weekdays	Spots/Week	630p-7p Rate		:30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500,00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	 1-	1	\$500.00						
28 WISN 10/13	/12 10/27/	12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				````	_	Ψ2,000.00
Week: 10/08/12	10/14/12	 1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06			College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				ļ		•
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-1-	1	\$1,000.00						
Week: 10/06/12	10/14/12	2-	0 2	\$0.00				ŀ		
	***************************************			\$1,000.00						
30 WISN 10/13. Start Date				7-9am		:30		NM	4	\$1,800.00
Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	ì	\$450.00						
Week: 10/29/12	11/04/12	 1-	1	\$450.00						
31 WISN 10/07/	/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	#0 000 oo
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	5	\$8,000.00
Week: 10/01/12	10/07/12	1	1	\$1,60 0.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week; 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	11	\$1,600.00				ŀ		
32 WISN 10/14/		12 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						44,244,44
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	<u>1</u>	1	\$950.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$950.00						
			<u> </u>	\$950.00						
33 WISN 10/14/			Cooks AM1:	458-6AM		:30		NM	4	\$800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	 1	1	\$200.00						
34 WISN 10/07/			30nm	530-6p		:30		K I A A	_	00 500 5-
J. 11.011 101011	11/0-1/1	110443 Oull (λοριπ 	550-op		.ou		MM	5	\$2,500.00

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	Contract / Revision 939457 / 4	<u>Alt Order #</u> 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

							1			
						Spot	ts/			
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Wee	ek Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	1	1	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00 \$500.00						
35 WISN 10/07 Start Date	/12 11/04/1 End Date	12 Sun GMA Weekdays	Spots/Week	6-7a		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	<u>30013/VVeek</u>	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21	/12 10/21/1	12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						42,000.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07		l 2 News Sun 7		7-9am	11111111	:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, ,
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
	····			\$400.00						
38 WISN 10/14			With George Ste	•		:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12		Ö	\$0.00						
Week: 10/22/12	10/28/12		Ö	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09	/12 10/23/1	l2 DanceResu	Ife	Tue 7-8p		:30		NM	2	640 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		ININ	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02	/12 10/09/1	2 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					_	40,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
	te Range	Description	1	Start/End Time	<u>Weekda</u>	<u>ys</u> <u>Length</u>	<u>Rate</u>	<u>Туре</u>		
		/12 HappyEnd		Tue 8-9p	-Tu	:30	\$2,500.00	NM		
See MG 4		/12 DWTS Res	ulto.	Tree 9.0=	~	-00	40 500 00			
® See MG 4		IZ DWIS KES	ouns	Tue 8-9p	-Tu	:30	\$ 2,500.00	NM		
•	0.4 1/01/12-10/07/	/12 DWTS		Tue 7-8p	-Tu	:30	\$2,500.00	NM		
MG for 40.		20		100 / Op	1 u	.50	Ψ2,500.00	IAIAI		
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
41 WISN 10/02	/12 10/30/1	2 PrivatePrac	tice	Tue 9-10p		:30		NM	2	\$4.400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		[410]	4	\$4,400.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
								•		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Oi	iginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spate	^ · · · · ·
Start Date End Date Weekdays Spots/Week		Days Length Week Nate	Type Spots	Amount
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Time	
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200,00	<u>Type</u> <i>NM</i>	
See MG 41.4	. uo u .op	.50 \$2,200,00	IVIVI	
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00	NM	
MG for 41.1 10/02		750 42,200.00		
Week: 10/08/12 10/14/120	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00		1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
Credited Week: 10/22/12 10/28/12 0				
Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/12 -1 1	\$0.00			
	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1	<u>Rate</u> \$3,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate		
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	<u>Weekdays Length Rate</u> -Tu :30 \$3,000.00	Type	
Credited	rue o-sp	.30 \$3,000.00	NM	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM 1	#7 000 00
Start Date End Date Weekdays Spots/Week		.50	NM 1	\$7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footba	al 7-1030p	:30	NM 2	\$2,600.00
Start Date	Rate			Ψ2,000.00
Week: 10/29/12 11/04/122- 2	\$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 2	\$450.00
Start Date End Date Weekdays Spots/Week	Rate			7 100,00
Week: 10/22/12 10/28/122 2	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1				
	\$350.00		·	
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM				
Start Date End Date Weekdays Spots/Week	10-1030p	:30	NM 4	\$6,400.00
Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00			
Week: 10/22/12 10/28/12 1 1	\$1,600.00			
Week: 10/29/12 11/04/12 1 1	\$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM 4	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	NM 4	\$2,000.00
Week: 10/15/12 10/21/12 1 1	\$500.00			
Week: 10/22/12 10/28/12 1 1	\$500.00			
Week: 10/29/12 11/04/12 1 1	\$500.00			
Week: 11/05/12 11/11/12 1 1	\$500.00			
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM 1	\$500.00

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	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$500.00						
51 WISN 10/15	/12 11/05/	12 ANDERSO	ON COOPER	M-F 11A-12P		:30	<u>"</u>	NM	4	\$900.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	4-00.00
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29			OI-AMI-	3-4p		:30		NM	2	\$1,000.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$500.00				1		
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06		12 3-4p		3-4p		:30		NM	1	#E00.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1/11/1	'	\$500.00
Week: 11/05/12	11/11/12	- 1 -	1	\$500.00						
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						V.,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15				5-530pm		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/22/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15		12 News M-F	5a	5-6A		:30		NM	4	£4 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08		12 News M-F	6p	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						40,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00 \$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15			•	6-7A		:30		N18.4		*
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		MM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/	-			6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				1		
Week: 11/05/12	11/11/12	-1	. 1	\$1,000.00						
60 WISN 10/22/			nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				[

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	Contract / Revision	Alt Order #
	939457 / 4	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$850.00			
Week: 10/29/12 11/04/12 1 1	\$850.00			
Week: 11/05/12 11/11/12 1 1	\$850.00			
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a	:30	NM 5	\$5,000.00
Start Date	<u>Rate</u>	·- •		Ψο,σσο.σσ
Week: 10/08/12 10/14/12 1 1	\$1,000.00		1	
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00 \$1,000.00			
Week; 11/05/12 11/11/12 1 1	\$1,000.00			
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM 1	£1 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	Rate			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$450.00 \$450.00			
Week: 10/29/12 11/04/12 1 1	\$450.00 \$450.00			
Week: 11/05/12 11/11/12 1 1	\$450.00]	
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM 1	¢1 000 00
Start Date	Rate	.00	1400	\$1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00			
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630 - 7p, 6-630p	:30	NM 1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1,500.00			
66 WISN 10/04/12 10/04/12 LastResort				
Start Date End Date Weekdays Spots/Week	Thu 7-8p <u>R</u> ate	:30	NM 1	\$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00			
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	,	, , ,	Ψ550.00
Week: 10/01/12 10/07/12TF 1	\$350.00			
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM 1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$250.00			
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	.20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 1	\$200.00
Week: 10/01/12 10/07/12\$ 1	\$200.00			
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM 2	\$800.00
Start Date End Date Weekdays Spots/Week			- I	4000.00
Week: 10/01/12 10/07/12TF 2	\$400.00			
71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM 1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 TF 1	<u>Rate</u> \$1,500.00		ļ	
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	.30	NIA .	4074 44
Start Date End Date Weekdays Spots/Week	Rate	30	NM 1	\$250.00
Week: 10/01/12 10/07/12S- 1	\$250.00			

Totals

357

\$321,300.00

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	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria		<u> </u>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	357	\$321,300.00	\$273,105.00

Signature:	Date:	
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CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Day	icion		Alt Order#	
	Contract / Rev		- 1		
	939457	/ 5		06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
Advertiser			<u>Ori</u>	ginal Date /	Revision
Democratic Senatorial Ca	ampaign Com	mittee	1	0/05/12	/ 10/05/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC Broadcast Station Account E			Cash	
			nt E	xecutive	Sales Office
	WISN	Will Hi	deb	randt	HRP -Washingto
	Special Hand	ing			
	Demographic				
	Adults 35+				
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Length Week Rate Type Spots Amount Davs 2-3pm/1-2p :30 NM \$3,500.00 11/02/12 General Hospital WISN 10/02/12 Rate Start Date **End Date** Weekdays Spots/Week \$350.00 10/07/12 2 Week: 10/01/12 -TWTF--2 \$350.00 10/14/12 -TWTF--Week: 10/08/12 -TWTF--2 \$350.00 10/21/12 Week: 10/15/12 -TWTF--2 \$350.00 10/28/12 Week: 10/22/12 11/04/12 -TWTF--2 \$350.00 Week: 10/29/12 NM :30 15 \$24,000.00 11/02/12 10-1030p Late News 10PM WISN 10/02/12 End Date Spots/Week Start Date Weekdays Rate \$1,600.00 Week: 10/01/12 10/07/12 -TWTF--2 2 -TWTF--\$1,600.00 Week: 10/08/12 10/14/12 4 \$1,600.00 -TWTF--Week: 10/15/12 10/21/12 3 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--4 \$1,600.00 11/04/12 -TWTF--Week: 10/29/12 :30 NM \$7,000.00 10-11am 3 WISN 10/02/12 11/02/12 The View Weekdays Spots/Week Rate End Date Start Date Week: 10/01/12 -TWTF--2 \$500.00 10/07/12 2 \$500.00 10/14/12 -TWTF--Week: 10/08/12 3 \$500.00 10/21/12 -TWTF--Week: 10/15/12 10/28/12 -TWTF--3 \$500.00 Week: 10/22/12 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 .30 NM \$4,750.00 Late News 1030PM 11/02/12 1030p-11p WISN 10/02/12 Spots/Week Start Date End Date Weekdays Rate Week: 10/01/12 \$950.00 10/07/12 -TWTF--1 \$950.00 Week: 10/08/12 10/14/12 -TWTF--Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--\$950.00 Week: 10/29/12 \$950.00 11/04/12 -TWTF--1 NM 11p-1130p :30 8 \$6,000.00 WISN 10/02/12 11/02/12 Nightline Start Date End Date Weekdays Spots/Week Rate \$750.00 Week: 10/01/12 10/07/12 -TWTF--10/14/12 -TWTF--\$750.00 Week: 10/08/12

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Alt Order# Contract / Revision 06262067 939457

Estimate # Contract Dates Product 1533 DSCC-IE 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start D	Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						00.450.00
6 WISN 10/02/			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00 \$225.00						
Week: 10/08/12	10/14/12	-TWTF	2 3	\$225.00 \$225.00				j		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12 11/04/12	-TWTF -TWTF	4	\$225.00						
Week: 10/29/12						:30		NM	8	\$2,400.00
7 WISN 10/09/				12P-1P <u>Rate</u>		.30		IAIAI	U	Ψ2, 4 00.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TwTF	Spots/Week 2	\$300.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/			LIRIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	Weekdavs	Spots/Week	Rate		,,,,				, ,
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/				3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u> \$500.00						
Week: 10/01/12	10/07/12	-TWTF -TWTF	2 2	\$500.00 \$500.00						
Week: 10/08/12	10/14/12 10/21/12	-TWTF	2	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00				- 1		
				4P-5P		:30		NM	10	\$6,000.00
10 WISN 10/02/		12 DR. OZ Weekdays	Spots/Week	Rate		.50				Ψ0,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02	/12 11/02/	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02	/12 11/02/	12 News M-F		5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00					l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 / 5 06262067

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

*Line Ch Start [Date End D	ate Descriptio	n	Start/End Time	Davs	Spots/ Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate					****	
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02/	/12 11/02/1	2 News M-F	3p	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				ľ		
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3 3	\$1,200.00 \$1,200.00						
Week: 10/22/12	10/28/12	-TWTF -TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12					-00		NM	15	£15 000 00
14 WISN 10/02/				6-7A		:30		MINI	15	\$15,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF <i></i>	<u>Spots/Week</u> 2	<u>Rate</u> \$1,000.00				ļ		
Week: 10/08/12	10/11/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/13/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			ent Tonight	630p-7pm		:30		NM	11	\$9,350.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00	167 164	um lamadh	Rate	Туре		
	ate Range	<u>Descriptio</u>		Start/End Time	Weekda -TuWTh		\$850.00	NM		
1 WISN 10		/12 Entertainn	nent Tonight	630p-7pm	- Luw III	.30	\$600.00	1 4141		
See MG 2 Week: 10/08/12	კ.ნ 10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/14/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00				l		
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00				Į.		
16 WISN 10/02			ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1		,_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00				Į		
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WITH	HKELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				l		
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00	,					#2 000 00
18 WISN 10/26			01-0411-	Fri 9-10p		:30		NM	1	\$3,000.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,000.00						
19 WISN 10/08	3/12 11/05/	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00				l		

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Contract / Revision Alt Order # 06262067 939457 Estimate # Contract Dates Product

1533 DSCC-IE 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Weel	Rate	Type Spo	ots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/22/12 10/28/12 1 1	\$5,000.00	Meetedous Longth	Pate	<u>Type</u>		
Spot Ch Date Range Description	Start/End Time	Weekdays Length M:30	<u>Rate</u> \$5.000.00	NM		
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	υς _[W]	\$0,000.00	7 7 7 7		
See MG 19.6	Mon 7-8p	M :30	\$5,000.00	NM		
6 WISN 10/22/12-10/28/12 Dancing ⊕ MG for 19.3 10/22	Woll 7-op	1.00	V 0,0000			
Week: 10/29/12 11/04/12 1 1	\$5,000.00					
Week: 11/05/12 11/11/12 1 1	\$5,000.00					
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30		NM	1	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/22/12 10/28/12 1 1	\$4,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M::30	\$4,000.00	NM		
Credited						
Week: 10/29/12 11/04/12 1 1	\$4,000.00				_	
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30		NM	5	\$3,000.00
Start Date End Date Weekdays SpotsWeek	<u>Rate</u> \$600.00					
Week, 10/01/12	\$600.00					
Week. 16/66/12	\$600.00			1		
Week: 10/15/12	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00			1		
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30		NM	1	\$6,500.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/08/12 10/14/121- 1	\$6,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
1 WISN 10/08/12-10/14/12 College Football Game #2	? 230 <i>p-</i> 6 <i>p</i>	 -Sa :30	\$ 6,500.00	NM		
See MG 22.2		a20	#6 E00 00	NM		
2 WISN 10/06/12-10/06/12 College Football BADGEF	R 230p-6p	Sa :30	\$6,500.00	IMINI		
₩ MG for 22.1 10/13				NM	5	\$3,350.00
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		MINI	5	\$3,350.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$500.00					
Week. Total II	Start/End Time	Weekdays <u>Length</u>	Rate	Type		
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa :30	\$50 0.00	NM		
See MG 23.6				1		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	мтиwThF :30	\$1,350.00	NM		
MG for 15.1,23.1						
Week: 10/08/12 10/14/121- 1	\$500.00					
Week: 10/15/12 10/21/121- 1	\$500.00					
Week: 10/22/12 10/28/121- 1	\$500.00					
Week: 10/29/12 11/04/121- 1	\$500.00			NIA I		\$800.00
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30		NM	4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$200.00					
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$200.00					
Week: 10/13/12 10/21/12 10-11/12 10-11/12 10/21/	\$200.00					
Week: 10/29/12 11/04/121- 1	\$200.00					
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM	5	\$3,500.00
20 MIGH 10100/12 1100/12 HOND OR OF 000P	p			-		

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Contract / Revision Alt Order# 06262067 939457

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

Start Date End Date Start Star	#1: OL 01.41	D-t- E 1 D	-t- Disti	_	Charles d Times	Dava	Spots/	Dete	Tuno Cr	• oto	Americat
Week: 1007/112 1007/112 1 1 5700.00						Days	Length vveek	Rate	rypesi	วบเธ	Amount
Week: 1008/12 1014/12 1 1 \$700.00				Spots/vveek 1							
Week: 10/15/12 10/21/12 1				1							
Week: 10/29/12 10/04/12 1 1 \$700.00				1							
Week: 10/28/12 11/04/12 1 1 5700.00				1	*						
28 WISN 1008/12 1103/12 281 GMA Sat GMA Sa				1							
Start Date End Date Mexickaws SpotsWeek S00.00		/12 11/03/1	12 Sat GMA	<u> </u>	6-7a		:30		NM	5	\$3,000.00
Week: 10/01/12 10/07/12 1 1 \$600.00				Spots/Week						•	,
Week: 10/15/12 10/24/12 1				1	\$600.00						
Week: 10/29/12 10/28/121	Week: 10/08/12	10/14/12	-1-	1	\$600.00						
Week: 10/29/12	Week: 10/15/12	10/21/12	1-	1	· ·						
27 WISN 10/20/12 11/03/12 SA 630-7p 630p-7p :30 NM 2 \$1,000.00			_	1							
Start Date End Date Weekdays Spots/Week \$500.00	Week: 10/29/12	11/04/12	1-	1	\$600,00						
Week: 10/15/12 10/12/1/12 1 1 \$500.00 Week: 10/29/12 11/04/12 1 1 \$500.00 Week: 10/29/12 11/04/12 1 1 \$500.00 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p 330 NM 2 \$2,000.00 Sat Date End Date Weekdays Spots/Week S1,000.00 Week: 10/15/12 10/21/12 1 1 \$1,000.00 29 WISN 10/16/12 10/21/12 ABC Prime College Footbal 7-1030p 330 NM 3 \$3,000.00 Week: 10/15/12 10/21/12 ABC Prime College Footbal 7-1030p 330 NM 3 \$3,000.00 Week: 10/15/12 10/21/12 ABC Prime College Footbal 7-1030p 300 NM 3 \$3,000.00 Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 2 2 \$1,000.00 30 WISN 10/13/12 11/03/12 News Sat 7-9a 7-9am 30 NM 4 \$1,800.00 Week: 10/15/12 10/21/12 1 1 \$450.00 Week: 10/15/12 10/21/12 1 1 \$450.00 Week: 10/21/12 10/21/12 1 1 \$450.00 Week: 10/21/12 11/04/12 1 1 \$450.00 Week: 10/15/12 10/21/12 1 1 \$1,600.00 Week: 10/15/12 10/21/12 1 1	27 WISN 10/20/	/12 11/03/					:30		NM	2	\$1,000.00
Week: 10/22/12 10/28/121 1 \$500.00				Spots/Week					i		
Week: 10/29/12 11/04/12 1 1 \$500.00			<u>1</u> -	1							
28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p 30			1								
Start Date End Date Weekdays Spots/Week \$1,000.00 Week: 10/15/12 10/14/12 1 1 \$1,000.00				•					\$ 1b a		
Week: 10/08/12			•		•		:30		NM	2	\$2,000.00
Week: 10/15/12 10/21/12											
Week: 10/22/12 10/28/12					· ·						
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p			1-	1							
Start Date End Date Weekdays Spots/Week S1,000.00 Week: 10/071/12 10/07/12 1 1 \$1,000.00				College Footbal			·30		NM	3	\$3,000,00
Week: 10/01/12 10/07/12 1 1 \$1,000.00 Week: 10/08/12 10/14/12 2 2 \$1,000.00 Week: 10/15/12 10/21/12 2 2 \$1,000.00 30 WISN 10/13/12 11/03/12 News Sat 7-9a 7-9am 30 NM 4 \$1,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$450.00 Week: 10/15/12 10/21/12 1 1 \$450.00 Week: 10/22/12 10/28/12 1 1 \$450.00 Week: 10/22/12 11/04/12 1 1 \$450.00 Week: 10/02/12 11/04/12 Late News 10pm 10p-1030p 30 NM 5 \$8,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 11/04/12 1 1 \$1,600.00 Week: 10/08/12 10/14/12 1 1 \$1,600.00 Week: 10/22/12 10/28/12 1 1 \$1,600.00 Week: 10/28/12 11/04/12 Late News SU 1030PM 1030p-11p 30 NM 4 \$3,800.00 Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/28/12 10/28/12 1 1 \$950.00 Week: 10/28/12 11/04/12 11/04/12 11/04/12 11/04/12 1 1 \$950.00 Week: 10/28/14 11/04/12 11/04/12							.00		'''''	Ŭ	Ψ0,000.00
Week: 10/15/12 10/21/12 11/03/12 News Sat 7-9a 7-9am :30 NM 4 \$1,800.00											
30 WISN 10/13/12 11/03/12 News Sat 7-9a 7-9am :30 :3	Week: 10/08/12	10/14/12		0	\$0.00						
Start Date End Date Weekdays Spots/Week Rate S450.00	Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
Week: 10/08/12 10/14/12 1 1 \$450.00 Week: 10/15/12 10/21/12 1 1 \$450.00 Week: 10/22/12 10/28/12 1 1 \$450.00 Week: 10/29/12 11/04/12 1 1 \$450.00 31 WISN 10/07/12 11/04/12 Late News 10pm 10p-1030p :30 NM 5 \$8,000.00 Start Date End Date Weekdays Spots/Week Week: 10/08/12 Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week NM 5 \$8,000.00 Week: 10/15/12 10/14/12 1 1 \$1,600.00 Spots/Week NM Spots/Week NM 4 \$3,800.00 Start Date News Individual Start Date News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Week: 10/08/12 10/14/12 NM 4 \$950.00 Week: 10/02/12 10/28/12 1 1 \$950.00 Week: 10/02/12 10/28/12 10/04/12 1 1 <t< td=""><td>30 WISN 10/13</td><td>/12 11/03/</td><td>12 News Sat 7</td><td>7-9a</td><td>7-9am</td><td></td><td>:30</td><td></td><td>NM</td><td>4</td><td>\$1,800.00</td></t<>	30 WISN 10/13	/12 11/03/	12 News Sat 7	7-9a	7-9am		:30		NM	4	\$1,800.00
Week: 10/15/12 10/21/12 10/28/12 10/28/12 10/28/12 11/04/12 11	Start Date	End Date		Spots/Week							
Week: 10/22/12 blogs/12 11/04/12 11			- 1-	1					1		
Week: 10/29/12 11/04/12 Late News 10pm 10p-1030p :30 NM 5 \$8,000.00				1							
31 WISN 10/07/12 11/04/12 Late News 10pm 10p-1030p :30 NM 5 \$8,000.00 Start Date End Date Weekdays Spots/Week Rate S1,600.00				1							
Start Date End Date Weekdays Spots/Week Rate				1							
Week: 10/01/12 10/07/12 1 1 \$1,600.00 Week: 10/08/12 10/14/12 1 1 \$1,600.00 Week: 10/22/12 10/28/12 1 1 \$1,600.00 Week: 10/22/12 11/04/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 1 1 \$1,600.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/15/12 10/21/12 1 1 \$950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00				•			:30		NM	5	\$8,000.00
Week: 10/08/12 10/14/12 1 1 \$1,600.00 Week: 10/15/12 10/21/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 1 1 \$1,600.00 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/15/12 10/21/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00											
Week: 10/15/12 10/21/12 1 1 \$1,600.00 Week: 10/29/12 10/28/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 1 1 \$1,600.00 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/15/12 10/21/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00					•				l l		
Week: 10/22/12 10/28/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 1 1 \$1,600.00 32 WISN 10/14/12 11/04/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1 \$950.00 Week: 10/15/12 10/21/121 1 \$950.00 Week: 10/29/12 10/28/121 1 \$950.00 Week: 10/29/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00			-								
Week: 10/29/12 11/04/12 11/04/121 1 \$1,600.00 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Start Date Start Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1 \$950.00 Week: 10/15/12 10/21/121 1 \$950.00 Week: 10/22/12 10/28/121 1 \$950.00 Week: 10/29/12 11/04/121 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00			1	1							
32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/121 1 \$950.00 Week: 10/22/12 10/28/121 1 \$950.00 Week: 10/29/12 11/04/121 1 \$950.00 Week: 10/29/12 11/04/121 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00			1	1					ļ		
Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/15/12 10/21/12 1 1 \$950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00			12 Late News				.30		NM	4	\$3.800.00
Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/15/12 10/21/12 1 1 \$950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00					· ·		.00			7	\$0,000.00
Week: 10/15/12 10/21/12 1 1 \$950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00				1							
Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00			 1	1	\$950.00						
33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00	Week: 10/22/12	10/28/12	1	1	\$950.00						
	Week: 10/29/12	11/04/12	 1	1	\$950.00						
	33 WISN 10/14	/12 11/04/	12 Su 458-6a		458-6AM		:30		NM	4	\$800.00
			<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>				l		

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Contract / Revision Alt Order# 06262067 939457

Contract Dates Estimate # Product DSCC-IE 1533 10/02/12 - 11/06/12

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/08/12 10/14/121 1	\$200.00		•	
Week: 10/15/12 10/21/121 1	\$200.00			
Week: 10/22/12 10/28/121 1	\$200.00		İ	
Week: 10/29/12 11/04/121 1	\$200.00			
34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	:30	NM 5	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate		ŀ	
Week. Toron 12 Toron 12	\$500.00			
Week: 10/08/12 10/14/121 1	\$500.00			
Week: 10/15/12 10/21/121 1	\$500.00			
Week: 10/22/12	\$500.00 \$500.00			
				00.000.00
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	NM 5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> \$400.00			
Week: 10/08/12 10/14/121 1	\$400.00			
Week: 10/15/12 10/21/121 1	\$400.00		ļ	
Week: 10/13/12 10/21/121 1	\$400.00			
Week: 10/29/12 11/04/121 1	\$400.00			
V-11-11-11-11-11-11-11-11-11-11-11-11-11		:30	NM 1	83 500 00
36 WISN 10/21/12 10/21/12 Once Start Date End Date Weekdays Spots/Week	Sun 7-8p	.30	NM 1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	<u>Rate</u> \$2,500.00		1	
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	NM 5	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate			7-,100.00
Week: 10/01/12 10/07/121 1	\$400.00			
Week: 10/08/12 10/14/121 1	\$400.00			
Week: 10/15/12 10/21/121 1	\$400.00			
Week: 10/22/12 10/28/121 1	\$400.00			
Week: 10/29/12 11/04/121 1	\$400.00			
38 WISN 10/14/12 11/04/12 This Week With George S	tep930-1030am	:30	NM 2	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/08/12 10/14/121 1	\$1,000.00			
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/12 0	\$0.00		1	
Week: 10/29/12 11/04/121 1	\$1,000.00			
N 39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	NM 3	\$12,500.00
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>			İ	
Week: 10/08/12 10/14/12 -1 1	\$5,000.00	Date of the state	-	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu: :30 \$ 5,000.00	NM	
See MG 39,3,39.4 3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu :30 \$5,000.00	NM	
* · · · · · · · · · · · · · · · · · · ·	i ue o-ap	-1450 \$5,000.00	14101	
MG for 40.2,39.1 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu :30 \$2,500.00	NM	
(h) MG for 40.2,39.1	ор			
Week; 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/12 -1 1	\$5,000.00			
N 40 WISN 10/02/12 10/09/12 HappyEnd			NM 1	PO 500 00
	l iie 8-9n	:30	1/4 VI E	34.3 00.00
Start Date End Date Weekdays Spots/Week	Tue 8-9p Rate	:30	MALE	\$2,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Alt Order # Contract / Revision 06262067 939457 / 5

Product Estimate # Contract Dates 1533 10/02/12 - 11/06/12 DSCC-IE

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 HappyEnd	<u>Rate</u> <u>Start/End Time</u> Tue 8-9p	<u>Weekdays</u> <u>Length</u> -Tu :30 \$ 2,5	Rate <u>Type</u> 00.00 NM		
See MG 40.3 3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-ти - :30 \$2, £	00.00 NM		
⊕ See MG 40.4 4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu: :30 \$2,5	00.00 NM		
⊕ MG for 40.3 10/02 Week: 10/08/12 10/14/12 -1 1	\$2,500.00				
Spot Ch Date Range Description 2 W/SN 10/08/12-10/14/12 HappyEnd	Start/End Time Tue 8-9p	Weekdays Length -Tu :30 \$2,4	Rate <u>Type</u> 500.00 NM		
See MG 39.3,39.4					
41 WISN 10/02/12 10/30/12 PrivatePractice Start Date End Date Weekdays Spots/Week	Tue 9-10p Rate	:30	NM	2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate <u>Type</u> 200:00 NM		
1 W/SN 10/01/12-10/07/12 PrivatePractice See MG 41.4	Tue 9-10p	-Tu: :30 \$2,2	: 00:00		
4 WISN 10/01/12-10/07/12 Scandal M MG for 41.1 10/02	Thu 9-10p	Th :30 \$2,2	200.00 NM		
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate Type</u>		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu:30 \$ 2, ;	200.00 NM		
Credited					
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			•	00 000 00
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1	<u>Rate</u> \$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 W/SN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$3,	000 . 00 NM		
Credited	, i				
Week: 10/22/12 10/28/12 -1 1	\$3,000.00				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/121- 1	\$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		:30	NM	2	\$2,600.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 2- 2	<u>Rate</u> \$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	2	\$450.00
Start Date End Date Weekdays Spots/Week	Rate	.50	1 1111	-	¥+00.00
Week: 10/22/12 10/28/122 2	\$225.00				****
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00				
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	MM	1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate		1		
Week: 11/05/12 11/11/12 -1 1	\$350.00		ļ		

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Alt Order # Contract / Revision 939457 06262067 / 5

Contract Dates Estimate # Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Weel	< Rate	Type S	pots	Amount
Start Date	Rate					
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30		NM	4	\$6,400.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/15/12 10/21/12 1 1	\$1,600.00					
Week: 10/22/12 10/28/12 1 1	\$1,600.00					
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$1,600.00 \$1,600.00					
		.00		NINS	4	62 000 00
49 WISN 10/15/12 11/05/12 The View	10-11am	:30		NM	4	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$500.00					
Week: 10/3/12 10/28/12 1 1	\$500.00					
Week: 10/29/12 11/04/12 1 1	\$500.00			ı		
Week: 11/05/12 11/11/12 1 1	\$500.00					
50 WISN 11/06/12 11/06/12 The View	10-11am	:30		NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 11/05/12 11/11/12 -1 1	\$500.00					
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30		NM	4	\$900.00
Start Date	Rate					
Week: 10/15/12 10/21/12 1 1	\$225.00					
Week: 10/22/12 10/28/12 1 1	\$225.00					
Week: 10/29/12 11/04/12 1 1	\$225.00			ŀ		
Week: 11/05/12 11/11/12 1 1	\$225.00			- 111	_	
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30		NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$500.00			l		
Week: 11/05/12 11/11/12 1 1	\$500.00			ı		
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30		NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	•	.00			•	Ψ000.00
Week: 11/05/12 11/11/12 -1 1	\$500.00					
54 WISN 10/29/12 11/05/12 DR. OZ	4P-5P	:30		NM	2	\$1,200.00
Start Date End Date Weekdays Spots/Week	Rate			l		
Week: 10/29/12 11/04/12 1 1	\$600.00					
Week: 11/05/12 11/11/12 1 1	\$600.00					
55 WISN 10/15/12 11/05/12 News M-F 5p	5-530pm	:30		NM	4	\$4,000.00
Start Date End Date Weekdays Spots/Week						
Week: 10/15/12 10/21/12 1 1	\$1,000.00					
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$1,000.00 \$1,000.00					
Week: 10/29/12	\$1,000.00					
	5-6A	:30		NM	4	\$1,400.00
56 WISN 10/15/12 11/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week		.30		INIVI	7	ψ1, 4 00.00
Week: 10/15/12 10/21/12 1 1	\$350.00					
Week: 10/22/12 10/28/12 1 1	\$350.00			1		
Week: 10/29/12 11/04/12 1 1	\$350.00			l		
Week: 11/05/12 11/11/12 1 1	\$350.00					
57 WISN 10/08/12 11/05/12 News M-F 6p	6-630pm	:30		NM	5	\$6,000.00
Start Date End Date Weekdays Spots/Week						
Week: 10/08/12 10/14/12 1 1	\$1,200.00					
Week: 10/15/12 10/21/12 1 1	\$1,200.00			1		

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Contract / Revisio	<u>n</u>	Alt Order#
939457 /	5	06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

| Advertiser | Original Date / Revision |
| Democratic Senatorial Ca | 10/05/12 / 10/05/12

*Line Ch Start Date End Date Description	Start/End Time	Days	Spots/ Length Week	Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	Rate \$1,200.00 \$1,200.00 \$1,200.00						
58 WISN 10/15/12 11/05/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	6-7A <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00		:30		NM	4	\$4,000.00
59 WISN 11/06/12 11/06/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	6-7A <u>Rate</u> \$1,000.00		:30		NM	1	\$1,000.00
60 WISN 10/22/12 11/05/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	630p-7pm <u>Rate</u> \$850.00 \$850.00 \$850.00		:30		NM	3	\$2,550.00
61 WISN 10/08/12 11/05/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	7-9a Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00		:30		NM	5	\$5,000.00
62 WISN 11/06/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	7-9a <u>Rate</u> \$1,000.00		:30		NM	1	\$1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	9-10am <u>Rate</u> \$450.00 \$450.00 \$450.00		:30		NM	4	\$1,800.00
64 WISN 10/06/12 10/06/12 PostBadger Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	PostBadger <u>Rate</u> \$1,000.00		:30		NM	1	\$1,000.00
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	630-7p, 6-630p <u>Rate</u> \$1,500.00		:30		NM	1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00		:30		NM	1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00		:30		NM	1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00		:30		NM	1	\$250.00

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Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	<u> </u>	Ait Order#	
	939457 /	5	06262067	
Contract Dates	Product		Estimate #	
0/02/42 - 44/06/42	Insccue		1533	

Advertiser	Original Date / Revision	-
Democratic Senatorial Ca	10/05/12 / 10/05/12	

Spots/

						Op o to.				
*Line Ch	Start Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Sta	rt Date End Date	<u>Weekdays</u>	Spots/Week	Rate						
69 WISN	10/07/12 10/07/			458-6AM		:30		NM	1	\$200.00
Sta Week: 10/0	rt Date <u>End Date</u> 01/12 10/07/12	Weekdays 5	Spots/Week	<u>Rate</u> \$200.00						
			IDIO			-20		NM	2	\$800.00
, •	l 10/04/12 10/05/ rt Date End Date	12 KATIE COI Weekdays	Spots/Week	M-F 2-3P <u>Rate</u>		:30		14141	2	\$600.00
Week: 10/		TF	2	\$400.00						
71 WISN	V 10/04/12 10/05/	12 Nightline		11p-1130p		:30		NM	1	\$1,500.00
	rt Date <u>End Date</u>	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/0	01/12 10/07/12	TF	1	\$1,500.00						
72 WISN	10/06/12 10/06/		E HUDDLE	INSIDE HUD 1035	ōl	:30		NM	1	\$250.00
	rt Date End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/0	01/12 10/07/12	S-	1	\$250.00						
						Total	s		356	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	255	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	356	\$321,300.00	\$273,105.00

Signature:	Date:	

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CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 1 6 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/09/12 / 10/09/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref

Advertiser Ref

*Line Ch Start	Date End I	Date Description	on	Start/End Time	Davs	Spo Length Wed		Type	\	
1 WISN 10/02		/12 General H	ospital	2-3pm/1-2p			ck rate	Type S		Amount
Start Date		<u>Weekdays</u>	Spots/Week	Rate		:30		NM	10	\$3,500.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
N 2 WISN 10/02		12 Late News	10PM	10-1030p		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM	13	\$20,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,60 <u>0.00</u>						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
	ate Range	<u>Descriptio</u>	***	Start/End Time	Weekday	<u>/s</u> <u>L</u> ength	Rate	Type		
3 WISN 10			3 10 <i>PM</i>	10-1030p	-TuWThF		\$1,600.00	<u>Type</u> <i>NM</i>		
See MG 2	3.7,23.8,23.9	9,23.10				.50	Ψ1,000.00	IVIVI		
4 VVISIV 10	VU8/12-10/14	1/12 Late News	10PM	10-1030p	-TuWThF	: :30	\$ 1,600.00	NM		
See MG 2 Week: 10/15/12	3.7,23.8,23.9						47,000.80	14141		
Week: 10/22/12	10/21/12	-TWTF	4	\$1,600.00						
	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02				10-11am		:30		NM	4.4	0=
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		IVIVI	14	\$7,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$500.00						
	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$500.00						
	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/		2 Late News	1030PM	1030p-11p	*	:30		NDA	_	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	5	\$4,750.00
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
								1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

LITE TRAINSACTIONS. IN - INEW, E - EUITEU, D - DETECUJ

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatoria					enatorial Ca		10/09/12		10/09/12	
				<u></u>		_				
*Line Ch Start				Start/End Tim	e Days	Spots/ Length Week	Rate	Type	Spots	Amount
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 1	<u>Rate</u> \$950.00				I		, arrount
5 WISN 10/02			<u> </u>	11p-1130p		.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	8	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWT.F	2	\$750.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$750.00						
		-TWTF	2	\$750.00	····					
6 WISN 10/02 Start Date	/12 11/02/ End Date		N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	Rate					• •	45,100.00
Week: 10/08/12	10/14/12	-TWTF	2	\$225,00 \$225,00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00 \$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	/12 11/02/	12 THE CHEV	V	12P-1P		.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate					10	Ψ4,000.00
Week: 10/08/12	10/14/12	-TWTF	2 2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00 \$400.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00				1		
9 WISN 10/02/	12 11/02/1		-	3-4p		.20				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				Í		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/		-TWTF	2	\$500.00						
Start Date			Cmata 0411	4P-5P		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	Rate				j	-	,500.00
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/1	2 11/02/1	2 News M-F 5	р	5-530pm		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.Ju		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$1,000.00				Ī		
1700K. 10/22/12	10/20/12	-TWTF	3	\$1,000.00						
								-		

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Nolwithstanding to whom bilts are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bilts rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

Sint Date	*Line Ch Start	Date End I	Date Descript	ion	Start/End Time	Days	Spot Length Wee		Tuno	Pnote	A (
Sun Dispute Color Colo					Rate		201911 1100	it Itale	Type.	Spois	Amount
Start Date End Date Weekdays SpotsWeek S350.00 ·	***************************************		·	······································							
Week: 1001/1/2 1007/1/2 -Th/TF- 2 3350.00							:30		NM	15	\$5,250.00
Week: 10/08/12 10/14/12 - TMTF 3 \$350.00											,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 1075/12 102/112 -TNTF 3 3550.00 Week: 10729/12 11064/12 -TNTF 4 5350.00 Start Date End Date Weekdays Spots/Week 1071012 1071/12 -TNTF 3 51,200.00 Week: 1071012 1072/12 10724/12 -TNTF 3 51,200.00 Week: 1071012 1072/12 10724/12 -TNTF 3 51,200.00 Week: 1071012 10724/12 -TNTF 3 51,000.00 Week: 1071012 10724/12 -TNTF 4 51,000.00 Week: 1071012 10724/12 -TNTF 4 51,000.00 Week: 1071012 10724/12 -TNTF 3 51,000.00 Week: 1071012 10724/12	Week: 10/08/12										
Week: 10/22/12 10/28/12 -TuTFF 3 \$350.00 Week: 10/22/12 11/02/12 -TuTFF 4 \$355.00 13 WISN 10/02/12 11/02/12 News MF 6p 6-630pm :30 NM 14 \$16,800.00 Week: 10/08/12 10/14/12 -TuTFF 2 \$1,200.00 Rate \$1,200.00 Week: 10/08/12 10/14/12 -TuTFF 3 \$1,200.00 NM 14 \$16,800.00 Week: 10/08/12 10/14/12 -TuTFF 3 \$1,200.00 NM 15 \$15,000.00 Week: 10/08/12 11/04/12 -TuTFF 3 \$1,200.00 NM 15 \$15,000.00 Week: 10/08/12 11/02/12 News MF 6a 6-7A :30 NM 15 \$15,000.00 Week: 10/07/12 10/07/12 -TuTFF 3 \$1,000.00 NM 15 \$15,000.00 Week: 10/08/12 10/07/12 -TuTFF 3 \$1,000.00 NM 11 \$9,350.00	Week: 10/15/12	10/21/12	-TWTF								
13 WISN 10/02/12 11/02/12 News M-F 6p 6-630pm :30 NM 14 \$16,800.00		10/28/12	-TWTF								
Slart Date End Date Weekdays Spots/Week Week 10/10/12 10/10/12 10/14/12 ThyTFF- 3 \$1,200.00 S1,200.00 Week: 10/29/12	11/04/12	-TWTF	4	\$350.00							
Saft Uate End Date Weekdays Spots/Week Spots		/12 News M-F	6р	6-630pm	·· <u></u>	·30		NIM	4.		
Week: 10/16/12 10/14/12 -TWTF 3 \$1,200.00					_		.00		MINI	14	\$16,800.00
Week: 10/15/12 10/21/12 -TWTF 3 \$1,200.00					•						
Week: 10/22/12											
Meek: 10/29/12					•						
14 WISN 10/02/12 11/02/12 News M-F 6a Solts/Week Solts/W					•						
Start Date End Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week											
Meek: 10/01/12	Start Date			*-			:30		NM	15	\$15,000.00
Week: 10/08/12	Week: 10/01/12										
Week: 10/15/12 10/28/12 -TWTF 3 \$1,000.00		10/14/12	-TWTF								
Neek: 10/29/12			-TWTF	3	•						
15 WISN 10/02/12				3	\$1,000.00						
Start Date End Date 10/07/12 10/07/12 11/02/1			-TWTF	4	\$1,000.00						
Week: 10/05/12 10/				ent Tonight	630p-7pm		:30		NM	11	£0.250.00
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type	Start Date				Rate		.00		1 4161	11	\$9,350.00
1 WISN 10/01/12-10/07/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM	_			-							
See MG 23.6 Week: 10/08/12 10/14/12 -TWTF 2 \$850.00 Week: 10/22/12 10/21/12 -TWTF 2 \$850.00 Week: 10/22/12 10/28/12 -TWTF 3 \$850.00 Week: 10/29/12 11/04/12 -TWTF 3 \$850.00 Week: 10/29/12 11/04/12 -TWTF 3 \$850.00 Week: 10/29/12 11/04/12 -TWTF 3 \$850.00 Week: 10/09/12 11/02/12 Good Moming America 7-9a :30 NM 21 \$21,000.00 Week: 10/01/12 10/07/12 -TWTF 4 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 4 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 5 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 5 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 5 \$1,000.00 Week: 10/09/12 11/02/12 LIVE WITH KELLY! 9-10am :30 NM 14 \$6,300.00 Week: 10/01/12 10/07/12 -TWTF 2 \$450.00 Week: 10/01/12 10/21/12 -TWTF 2 \$450.00 Week: 10/01/12 10/21/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 Week: 10/29/12 10/28/12 10/28/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Week: 10/14 10/26/12 10/28/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Week: 10/14 10/26/12 10/28/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Week: 10/14 10/26/12 10/28/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Week: 10/14 10/14									<u>Type</u>		
Week: 10/08/12 10/14/12 -TWTF 2 \$850.00 Week: 10/15/12 10/21/12 -TWTF 3 \$850.00 Week: 10/22/12 10/28/12 -TWTF 2 \$850.00 Week: 10/29/12 11/02/12 -TWTF 3 \$850.00 Week: 10/29/12 11/02/12 Good Morning America 7-9a :30 NM Start Date End Date Weekdays Spots/Week Rate \$1,000.00 Week: 10/01/12 10/07/12 -TWTF 4 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 5 \$1,000.00 Week: 10/29/12 11/02/12 -TWTF 5 \$1,000.00 Week: 10/29/12 11/02/12 -TWTF 5 \$1,000.00 Week: 10/29/12 11/02/12 LIVE WITH KELLY! 9-10am :30 NM 14 \$6,300.00 Week: 10/01/12 End Date Weekdays Spots/Week Rate Start Date End Date 10/07/12 -TWTF 2 \$450.00 Week: 10/08/12 10/14/12 -TWTF 2 \$450.00 Week: 10/08/12 10/21/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 Week: 10/29/12 11/04/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 Week: 10/29/12 11/04/12 -TWTF 5 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 Week: 10/29/12 11/04/12 -TWTF 5 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 Week: 10/29/12			, iz Emenanı	ient ronignt	63Up-7pm	-TuWThF	:30	\$850.00	NM		
Week: 10/15/12 10/28/12 10/28/12 11/04/12 11/02/12 2 \$850.00			-TWTF	2	\$850.00						
Week: 10/22/12 10/28/12 -TWTF 2 \$850.00 Week: 10/29/12 11/04/12 -TWTF 3 \$850.00 16 WISN 10/02/12 11/02/12 Good Morning America 7-9a :30 NM Start Date Week: 10/01/12 End Date Weekdays Spots/Week Rate S1,000.00 8 1,000.00 Week: 10/08/12 10/14/12 -TWTF 4 \$1,000.00 Week: 10/02/12 10/28/12 -TWTF 5 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 5 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 5 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 5 \$1,000.00 Week: 10/05/12 11/04/12 -TWTF 5 \$1,000.00 Week: 10/05/12 10/05/12 11/05/12 NM 14 \$6,300.00 Week: 10/05/12 10/14/12 -TWTF 2 \$450.00 Week: 10/05/12 10/28/12 -TWTF 3 \$450.00 Week: 10/25/12 10/28/12 -TWTF 3 \$450.00 Week:	Week: 10/15/12	10/21/12	-TWTF								
16 WISN 10/02/12 11/02/12 Good Morning America 7-9a :30 :3			-TWTF	2							
Start Date End Date Weekdays Spots/Week Rate S1,000.00			-TWTF	3							
Start Date End Date Total	16 WISN 10/02/	12 11/02/1	2 Good Morn	ing America	7-9a		.30		NINA	04	004.000
Week: 10/08/12	Start Date		<u>Weekdays</u>		<u>Rate</u>		.00		IAIAI	21	\$21,000.00
Week: 10/15/12 10/21/12 -TWTF 4 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 5 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 5 \$1,000.00 17 WISN 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am :30 NM 14 \$6,300.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$450.00 Week: 10/08/12 10/14/12 -TWTF 2 \$450.00 Week: 10/15/12 10/21/12 -TWTF 3 \$450.00 Week: 10/22/12 10/28/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00											
Week: 10/22/12 10/28/12 -TWTF 5 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 5 \$1,000.00 17 WISN 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am :30 NM 14 \$6,300.00 Start Date Start Date Weekdays End Date Weekdays Spots/Week Rate Week: 10/07/12 10/0											
Week: 10/29/12 11/04/12 -TWTF 5 \$1,000.00 17 WISN 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am :30 NM 14 \$6,300.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$450.00 Week: 10/08/12 10/14/12 -TWTF 3 \$450.00 Week: 10/22/12 10/28/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00											
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am :30 NM 14 \$6,300.00 Start Date End Date Weekdays Spots/Week Rate											
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$450.00 Week: 10/08/12 10/14/12 -TWTF 2 \$450.00 Week: 10/15/12 10/21/12 -TWTF 3 \$450.00 Week: 10/22/12 10/28/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00	17 WISN 10/02/			-							
Week: 10/01/12 10/07/12 -TWTF 2 \$450.00 Week: 10/08/12 10/14/12 -TWTF 2 \$450.00 Week: 10/15/12 10/21/12 -TWTF 3 \$450.00 Week: 10/22/12 10/28/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00							:30		NM	14	\$6,300.00
Week: 10/08/12 10/14/12 -TWTF 2 \$450.00 Week: 10/15/12 10/21/12 -TWTF 3 \$450.00 Week: 10/22/12 10/28/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00											
Week: 10/15/12 10/21/12 -TWTF 3 \$450.00 Week: 10/22/12 10/28/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00			-TWTF								
Week: 10/22/12			-TWTF	3							
18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000,00				3					1		
Start Data End Data 1841 1 53 000 00	· · · · · · · · · · · · · · · · · · ·			4	\$450.00						
				-	Fri 9-10p		:30		NM	1	63 000 00
	Start Date	<u>⊏nd Date</u>	<u>weekdays</u>	Spots/Week	<u>Rate</u>					'	95,000.00

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(LITE TRAINSCROORS: IN FINEW, C FEDITION, D FIDERED)

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10/09/12 / 10/09/12



	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
<u>Advertiser</u>		Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	C+=+/[+ T'	Spots/		
Clark Dall File I S	Start/End Time	Days Length Week Rate	Type Spots	Amount
Week: 10/22/12	<u>Rate</u> \$3,000.00			
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	.20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 5	\$25,000.00
Week: 10/08/12 10/14/12 1 1	\$5,000.00			
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$5,000.00			
0101	\$5,000.00			
Spot Ch Date Range Description 3 W/SN 10/22/12-10/28/12 Dancing	Start/End Time	<u>Weekdays Length Rate</u>	<u>Type</u>	
See MG 19.6	Prime Other	M :30 \$ 5,000.00	NM	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000,00		
MG for 19.3 10/22	WOII 7-Op	M: 30 \$5,000.00	NM	
Week: 10/29/12	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30		
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 1	\$4,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 Castle	Start/End Time	Weekdays Length Rate	Type	
Credited Castle	Mon 9-10p	M: :30 \$4,00 0.00	NM	
Week: 10/29/12 11/04/12 1 1	\$4,000.00		l	
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NINA F	
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00		ı	
Week: 10/29/12 11/04/121- 1	\$600.00			
	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM 1	\$6,500.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	-	
1 W/SN 10/08/12-10/14/12 College Football Game #2	230p-6p	<u>vveexdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$6,500.00	Type	
See MG 22.2	rr-	.00 \$0;000.00	NM	
2 WISN 10/06/12-10/06/12 College Football BADGER	230р-6р	Sa :30 \$6,500.00	NM	
⊕ MG for 22.1 10/13				
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 8	\$8,250.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1	Rate		· · · · · ·	\$0,250.00
Spot Ch Date Range Description	\$500.00	147		
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	Start/End Time 6-630pm	Weekdays Length Rate	<u>Type</u>	
See MG 23.6	о-озорні	Sa :30 \$500.00	NM	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00		
MG for 15.1,23.1	. F P.	MIUWINF :30 \$1,350.00	NM	
Week: 10/08/12 10/14/121- 1	\$500.00			
			1	

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("LITE Transactions: N = New, C = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

THE TRANSPOOR	Dei	mocratic Senatorial Ca	10/09/12 / 1	<u>vision</u> 0/09/12
	<u>. </u>		<u> </u>	<u> </u>
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
<u>Start Date End Date Weekdays Spots/Week</u> <u>Spot Ch Date Range Description</u>	Rate			
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time 6-630pm	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	σ -ωυρπ	Sa :30 \$ 500.00	NM	
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NIXA	
MG for 25.2,2.4,27.1,27.2,2.3,23.2	r	.50 \$1,500.00	NM	
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2 9 WISN 10/10/12-10/12/12 Late News 1030PM				
(9) MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	NM	
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM			
(H) MG for 25.2,2.4,27.1,27.2,2.3,23.2	W-30 0-1030PW	Sa- - :30 \$900.00	NM	
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00		İ	
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	0000
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121	<u>Rate</u>	.00	NM 4	\$800.00
Week: 10/08/12	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
	\$200.00			
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM 4	\$2,800.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00			•
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Tuna	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	\$a :30 \$700.00	Type NM	
See MG 23.7,23.8,23.9,23.10			74,77	
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$700.00			
184-plg 40/20/49	\$700.00			
	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Week	6-7a	:30	NM 5	\$3,000.00
Week: 10/01/12	Rate			77,700.00
Week: 10/08/12 10/14/121- 1	\$600.00 \$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
N 27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NIA 5	
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	NM 0	\$0.00
Week: 10/15/12 10/21/121- 1	\$500.00			
<u>Spot Ch </u>	Start/End Time	Weekdays Length Rate	Type	
See MG 23.7,23.8,23.9,23.10	630 <i>p-7p</i>	Sa- - :30 \$ 500.00	NM	
Week: 10/22/12 10/28/12 0	#0.00			
Week: 10/29/12 11/04/121- 1	\$0.00 \$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	_ [
2 WISN 10/29/12-11/04/12 SA 630-7p	630 <i>p-7p</i>		<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	-50p , p	\$a :30 \$ 500.00	NM	
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30		
۳	v , p	.3∪	NM 2	\$2,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

LINE TRANSACTIONS. IN - INEW, C - EDITED,

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

									<u> </u>	0/03/12
						Spots/				
*Line Ch Star		Date Descripti	on	Start/End Time	Days	Length Week	Rate	Type	Snote	A === =
Start Date		<u>Weekdays</u>	Spots/Week	Rate			11010	турес	ppois	Amount
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1-	1	\$1,000.00						
Week: 10/13/12	10/21/12	1-	0	\$0.00						
29 WISN 10/0			e College Footba	\$1,000.00						
Start Date		Weekdays	e College Footba Spots/Week	l 7-1030p <u>R</u> ate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13			7-9a	7-9am		:30		NM	4	£1 000 00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u>				TAIVI	4	\$1,800.00
Week: 10/15/12	10/14/12	1-	1	\$450.00				1		
Week: 10/22/12	10/28/12	1 -	1	\$450.00						
Week: 10/29/12	11/04/12	- 1-	1	\$450.00 \$450.00						
31 WISN 10/07			1000							
Start Date		Weekdays	Spots/Week	10p-1030p		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	1	1	<u>Rate</u> \$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00				- 1		
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14			SU 1030PM	1030p-11p		:30		NM	4	20.000.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		14141	4	\$3,800.00
Week: 10/15/12	10/14/12 10/21/12	1	1	\$950.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1 1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1 1	\$950.00						
33 WISN 10/14				\$950.00						
Start Date	End Date	Weekdays	Spots/Week	458-6AM		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	- 1	1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/			30pm	530-6p		:30		AIM	-	00 === -
<u>Start Date</u> Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		NM	5	\$2,500.00
Week: 10/08/12	10/07/12 10/14/12	1	1	\$500.00						
Week: 10/05/12 Week: 10/15/12	10/14/12	1 1	1	\$500.00						
Week: 10/22/12	10/21/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/			I	\$500.00						
Start Date	End Date	Weekdays	Spots/Week	6-7a		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				Ì		
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	11	\$400.00						
36 WISN 10/21/	12 10/21/12	2 Once	·	Sun 7-8p		:30		NM	1	\$2 E00 00
								1 AIAI	1	\$2,500.00

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Nolwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	Contract / Revision 939457 /	<u>On</u> <u>Alt Order #</u> 6 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria	I Ca	Original Date / Revision 10/09/12 / 10/09/12

					mooradio ot	matorial Ce		10/03/12	- /	0/09/12
*Line Ch Start	Data End D	loto Desertati				Sp	ots/			
Start Date				Start/End Time	Days	Length We	eek Rate	Type S	Spots	Amount
Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u>						
37 WISN 10/07		12 News Sun		\$2,500.00						
Start Date	End Date	Weekdays	Spots/Week	7-9am		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	<u> </u>	<u>Rate</u> \$400.00						•
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14	/12 11/04/1	2 This Week	With George St		····	.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00				1		
Week: 10/15/12	10/21/12		0	\$0.00				1		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				i		
39 WISN 10/09/	/12 10/23/1	2 DanceResu	Its	Tue 7-8p		-20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	3	\$12,500.00
Week: 10/08/12	10/14/12	-1	1	\$5,00 <u>0.00</u>				Į.		
Spot Ch Da	<u>te Range</u>	<u>Description</u>		Start/End Time	Weekday	<u>Leng</u> th	Rate	<u>Type</u>		
1 W/SN 10		12 DanceResเ	ılts	Tue 7-8p	-Tu		\$5,000.00	NM.		
See MG 39						.00	Ψο,σοσ.σσ	1 4141		
3 WISN 10/	/08/12-10/14/	12 DWTS Res	ults	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
⊕ MG for 40.2	2,39.1 109.40.40.44.	10 514550 :					,	7 .,,,,		
⊕ MG for 40.2	2012-10/14/	12 DWTS- Jud	lges Analysis	Tue 7-8p	-Tu	:30	\$2,500.00	NM		
Week: 10/15/12	2,39,1 10/21/12									
Week: 10/22/12	10/21/12	-1	0	\$0.00						
			1	\$5,000.00						
40 WISN 10/02/ ⁻ <u>Start Date</u>	End Date			Tue 8-9p		:30		NM	1	\$2,500.00
Week: 10/01/12	10/07/12	Weekdays -1	Spots/Week 1	Rate					•	42,500.00
	e Range	Description	ı	\$2,500.00				Ī		
		12 HappyEnd		Start/End Time	Weekdays		<u>Rate</u>	<u>Type</u>		
See MG 40		iz nappychu		Tue 8-9p	-Tu	· - :30	\$ 2,500.00	NM		
		2 DWTS Resi	ulte	Tue 0.0-	_					
See MG 40.	.4		ans.	Tue 8-9p	-Tu	:30	\$ 2,500.00	NM		
4 WISN 10/0	01/12-10/07/1	2 DWTS		Tue 7-8p	т.,	.00				
MG for 40.3	10/02			rue 7-op	-Tu - -	· - :30	\$2,500.00	NM		
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
	e Range	Description		Start/End Time	Weekdays	1 anath	Data	_		
2 W/SN 10/0	08/12-10/14/1	2 HappyEnd		Tue 8-9p	-Tu		Rate	<u>Type</u>		
See MG 39.	3,39.4			. 45 5 5p	10	- :30	\$ 2,500.00	NM		
41 WISN 10/02/1	2 10/30/12	PrivatePracti	ce	Tue 9-10p						
Start Date		Weekdays	Spots/Week	Rate		:30		NM	2	\$4,400.00
Week: 10/01/12		-1	1	\$2,200.00				1		
	<u> Range</u>	Description		Start/End Time	Weekdays	<u>Leng</u> th	Data	Ţ I		
1 WISN 10/0)1/12-10/07/1	2 PrivatePract	ice	Tue 9-10p	-Tu		Rate	Type		
See MG 41.	4			· • p	- · · ·	.50	\$ 2,200.00	NM		
4 WISN 10/0	11/12-10/07/1	2 Scandal		Thu 9-10p	Th	:30	\$2,200.00	NINA		
⊕ MG for 41.1				- 1-		.50	ΨΕ,ΕΟΟ,ΟΟ	NM		
Week: 10/08/12	10/14/12		0	\$0.00						
								1		

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10/09/12

/ 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

	Someofatic Scriatorial Ca	10/09/12 / [[109/12
	Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1	Rate	туро орош	Arriodite
Spot Ch Date Range Description	\$2,200.00 Start/Fad Time - M. ()		
2 W/SN 10/15/12-10/21/12 PrivatePractice	Start/End Time Weekdays Length Rate Tue 9-10p -Tu :30 \$2,200.00	<u>Type</u>	
Credited	Tue 9-10p -Tu :30 \$2,200.00	NM	
Week: 10/22/12 10/28/12 0	\$0.00		
Week: 10/29/12 11/04/12 -1 1	\$2,200.00		
42 WISN 10/16/12 10/30/12 HappyEnd Start Date End Date Weekdays Spots/Week	Tue 8-9p :30	NM 2	\$6,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -1 1	<u>Rate</u> \$3,000.00		+-,000.00
Spot Ch Date Range Description	Start/End Time Weekdays Length Rate	Type	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p -Tu :30 \$3,000.00	<u>Type</u> <i>NM</i>	
Credited Week: 10/22/12 10/28/12 -1 1		1 1 1	
Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3,000.00		
43 WISN 10/27/12 10/27/12 College Football Game #2	000 0		
Start Date End Date Weekdays Spots/Week	230p-6p :30 Rate	NM 1	\$7,000.00
vveek: 10/22/12 10/28/121- 1	\$7,000.00		
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	7-1030p :30	NM 2	\$2,600.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 2- 2	<u>Rate</u> \$1,300.00		42,000.00
45 WISN 10/28/12 10/28/12 Sun 9-930A	0.000		
Start Date End Date Weekdays Spots/Week	9-930A :30 Rate	NM 2	\$450.00
Week: 10/22/12 10/28/122 2	\$225.00		
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Meek	2-3pm/1-2p :30	NM 1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00		\$550.00
47 WISN 11/06/12 11/06/12 General Hospital			
Start Date End Date Weekdays Spots/Week	2-3pm/1-2p :30 Rate	NM 1	\$350.00
	\$350.00		
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p :30	NM 4	\$6,400.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	Rate		Ψ0,400.00
Week: 10/22/12 10/28/12 1 1	\$1,600.00 \$1,600.00		
Week: 10/29/12 11/04/12 1 1	\$1,600.00		
Week: 11/05/12 11/11/12 1 1	\$1,600.00		
49 WISN 10/15/12 11/05/12 The View	10-11am :30	NM 4	\$3,000,00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u>		\$2,000.00
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$500.00 \$500.00		
Week: 10/29/12 11/04/12 1 1	\$500.00 \$500.00		
Week: 11/05/12 11/11/12 1 1	\$500.00		
50 WISN 11/06/12 11/06/12 The View	10-11am :30	NM 1	#E00.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u>	14141	\$500.00
	\$500.00		
51 WISN 10/15/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P :30 Rate	NM 4	\$900.00
Week: 10/15/12 10/21/12 1 1	\$225.00		
Week: 10/22/12 10/28/12 1 1	\$225.00		

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Contract / Revision Alt Order# 939457 7 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

WW. Wish Colli	Democratic Senatorial Ca		12 / 10/	··· ·
		Spots/		
	nd Time Days Length \	<u>.</u>	Spots	Amount
	tate			
Week: 11/05/12 11/11/12 1 1 \$22. Week: 11/05/12 11/11/12 1 1 \$22:				
52 WISN 10/29/12 11/05/12 3-4p 3-4p	:30			*
Start Date End Date Weekdays Spots/Week	ate	NM	2	\$1,000.00
Mook: 11/05/12 11/14/10 1				
50. 141011 4410410				
Start Date End Date Weekdays Spots/Week F	:30 ate	NM	1	\$500.00
Week: 11/05/12 11/11/12 -1 1 \$500				
54 WISN 10/29/12 11/05/12 DR. OZ 4P-5P	:30	NM	2	£4 200 00
	<u>ate</u>	14141	-	\$1,200.00
Week: 11/05/12 11/11/12 1 1 \$600 Week: 11/05/12 11/11/12 1 1 \$600				
55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pp				
Start Date End Date Weekdays Spots/Week R	:30	NM	4	\$4,000.00
Week: 10/15/12 10/21/12 1 1 \$1,000 Week: 10/22/12 10/28/12 1 1 \$1,000				
Mode: 10/20/10				
Week: 11/05/12 11/11/12 1 1 \$1,000 Week: 11/05/12 11/11/12 1 1 \$1,000				
56 WISN 10/15/12 11/05/12 News M-F 5a 5-6A	:30			
Start Date End Date Weekdays Spots/Week R	ate	NM	4	\$1,400.00
Week: 10/15/12 10/21/12 1 1 \$350 Week: 10/22/12 10/28/12 1 1 \$350				
Week: 10/29/12 11/04/12 1 1 \$350 Week: 10/29/12 11/04/12 1 1 \$350				
Week: 11/05/12 11/11/12 1 1 \$350				
57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm		*16.	_	
Start Date End Date Weekdays Spots/Week R	.50 <u>ate</u>	ΝM	5	\$6,000.00
Mook: 10/45/42 10/04/42				
Week: 10/13/12 10/21/12 1 1 \$1,200 Week: 10/22/12 10/28/12 1 1 \$1,200				
Week: 10/29/12 11/04/12 1 1 \$1,200				
Week: 11/05/12 11/11/12 1 1 \$1,200				
58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A	:30	NM	4	\$4.000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>R.</u> Week: 10/15/12 10/21/12 1 1 \$1,000	ıte	TAIV	7	\$4,000.00
Week: 10/15/12 10/21/12 1 1 \$1,000 Week: 10/22/12 10/28/12 1 1 \$1,000				
Week: 10/29/12 11/04/12 1 1 \$1,000				
Week: 11/05/12 11/11/12 1 1 \$1,000				
59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week R: Week: 11/05/12 11/11/12 -1 1 \$1,000		1 4141	•	¥1,000.00
60 MICN 10/22/12 11/05/12 511 11				
Start Date End Date Weekdays Spots/Week Ra		NM	3	\$2,550.00
Week: 10/22/12 10/28/12 1 1 \$850.	00			
Week: 10/29/12 11/04/12 1 1 \$850. Week: 11/05/12 11/11/12 1 1 \$850.				
61 MICN 10/09/12 14/05/19 0 144				
Start Date End Date Weekdays Spots/Week Ra	:30	NM	5	\$5,000.00
The second secon	<u></u>	i		

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10/09/12

/ 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	lo	iginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start			on	Start/End Time	Days	Spots/ Length Week	Rate -	Гуре Spots	Amount
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week	Rate				77	Antount
Week: 10/15/12	10/14/12	1	1	\$1,000.00					
Week: 10/22/12	10/28/12	1	1	\$1,000.00					
Week: 10/29/12	11/04/12	1	1	\$1,000.00 \$1,000.00					
Week: 11/05/12	11/11/12	1	1	\$1,000.00					
62 WISN 11/06	/12 11/06/	12 Good Morn	ing America	7-9a		:30			
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM 1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00					
63 WISN 10/15				9-10am		:30		NM 4	\$1,800.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate				· · · · · ·	\$ \$1,800.00
Week: 10/22/12	10/28/12	1	1	\$450.00					
Week: 10/29/12	11/04/12	1	1	\$450.00					
Week: 11/05/12	11/11/12	1	1	\$450.00 \$450.00					
64 WISN 10/06		12 PostBadge							
Start Date	End Date	Weekdays	Spots/Week	PostBadger		:30		NM 1	\$1,000.00
Week: 10/01/12	10/07/12	- S-	1	<u>Rate</u> \$1,000.00					
65 WISN 10/06	12 10/06/	12 BIG 12 Bad	gerPost	630-7p, 6-630p		.20			
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM 1	\$1,500.00
Week: 10/01/12	10/07/12	- S-	1	\$1,500.00					
66 WISN 10/04/				Thu 7-8p		:30		NIM A	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		NM 1	\$3,000.00
Week: 10/01/12	10/07/12	T	1	\$3,000.00					
67 WISN 10/04/			_	5-6A		:30		NM 1	\$350.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				' ' '	\$350.00
		TF	1	\$350.00					
68 WISN 10/06/ Start Date	12 10/06/1 End Date			456-6AM		:30		NM 1	\$250.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> - -S-	Spots/Week 1	Rate					4200.00
69 WISN 10/07/				\$250.00					
Start Date	End Date	Weekdays	Spots/Week	458-6AM		:30		NM 1	\$200.00
Week: 10/01/12	10/07/12	S	<u>opois/vveek</u> 1	<u>Rate</u> \$200,00					
70 WISN 10/04/	12 10/05/1	2 KATIE COU	RIC	M-F 2-3P	·	:30			
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM 2	\$800.00
Week: 10/01/12	10/07/12	TF	2	\$400.00					
71 WISN 10/04/				11p-1130p		:30		NM 1	84 500 00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		MINI	\$1,500.00
	10/07/12	TF	1	\$1,500.00					
72 WISN 10/06/				INSIDE HUD 1035		:30		NM 1	\$250.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays -S-	Spots/Week	Rate					QE30.00
	.0/0///2	3-	1	\$250.00					
						Totals		354	\$321,300.00
						, otale	•	00 /	9021,000,00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	254	\$232,100.00	\$197,285.00		
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00		
Totals	354	\$321,300.00	\$273,105,00		

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	Contract / Revi 939457 /	sion 6	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533	
Advertiser Democratic Senatorial	Са	ſ	iginal Date / Revision 10/09/12 / 10/09/12	

Signature: D	Date:	
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CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	vision		Alt Order #	
	939457	/ 7		06262067	
<u>Product</u>				The state of the s	
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			Ori	iginal Date /	Revision
Democratic Senatorial Ca	ampaign Com	mittee	1	0/10/12	/ 10/10/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broadcast			Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	ldeb	orandt	HRP -Washingt
	Special Hand	ling			,
	Demographic				
	Adults 35+				
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM	10	\$3,500.00
Start Date End Date Weekdays Spots/Wee					
Week: 10/01/12	\$350.00				
Week: 10/08/12	\$350.00		l		
Week: 10/15/12	\$350.00		ļ		
Week: 10/22/12	\$350.00				
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00				
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM	13	\$20,800.00
Start Date End Date Weekdays Spots/Wee					
Week: 10/01/12	\$1,600.00		ŀ		
Week: 10/08/12	\$1,600.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10					
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10					
Week: 10/15/12	\$1,600.00				
Week: 10/22/12	\$1,600.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00				
N 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	12	\$6,000.00
Start Date End Date Weekdays Spots/Wee	<u>Rate</u>		1		, , , , , , , , , ,
Week: 10/01/12	\$500.00				
Week: 10/08/12	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12 The View	10-11am	-тиwтhF :30 \$ 500:00	NM		
See MG 11.15,11.16,11.17					
4 WISN 10/08/12-10/14/12 The View	10-11am	-тиwтhF :30 \$ 500.00	NM		
See MG 11.15,11.16,11.17			1		
Week: 10/15/12	\$500.00				
Week: 10/22/12	\$500.00		1		
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00				
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM	5	\$4,750.00



Contract / Revision Alt Order# 939457 06262067 1 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

www.wisn.com				D	emocratic S	enatorial Ca		10/10/12	/ 10	/10/12
41.	.				_	Spots/				
*Line Ch Start		······		Start/End Tim	e Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	<u>Rate</u> \$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00 \$950.00						
Week: 10/15/12	10/14/12	-TWTF	1	\$950.00 \$950.00						
Week: 10/13/12	10/21/12	-TWTF	1	\$950.00 \$950.00						
Week; 10/29/12	11/04/12	-TWTF	i	\$950.00						
5 WISN 10/02				11p-1130p		:30		NM	8	98 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		MINI	٥	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02		12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,,,,,,,,,,,
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	3	\$225.00						
		-TWTF	4	\$225.00						
7 WISN 10/09 Start Date				12P-1P		:30		NM	8	\$2,400.00
Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$300.00						
Week: 10/05/12	10/14/12	-TWTF	2	\$300.00 \$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				1		
8 WISN 10/02			····	M-F 2-3P		:30		NM	10	£4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				ļ		
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02		•		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	2 2	\$500.00						
				\$500.00	···					
10 WISN 10/02/			Cnotc (Mari-	4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$600.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02	***************************************			5-530pm		•30		\.	4-	040.0=:
		Weekdays	Spots/Week	o-osupm Rate		:30		NM	15	\$16,200.00

<u>Rate</u>

Spots/Week

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Week: 10/22/12

10/28/12

-TWTF--

759 N. 19th Street Milwaukee, WI 53233

	Contract / Revision	Alt Order #
	939457 / 7	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

				Den	nocratic Senat	oriai Ca		10/10/12	7 10	110112
						Cna	ha/			
*Line Ch Start				Start/End Time	Days Le	Spot ength Wee		Type S _I	oots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$1,000.00						***
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2 3	\$1,000.00 \$1,000.00				İ		
	ate Range	Descriptio	=	Start/End Time	Weekdays	Length	Rate	Type		
		/12 News M-F		5-530 <i>pm</i>	-TuWThF	***************************************	\$1,000.00	NM		
	1.15,11.16,1°		Sp	3-330pm	- TOW ITTE	.50	Ψ17000:00	70101		
4 WISN 10			5o	5-530pm	-TuWThF	:30	\$1,000.00	NM		
	1.15,11.16,1		-	C CCCp	4	,	V ., C VC.CC			
		/12 World Nev	ws Tonight	M-Su 530-6p	 Th	:30	\$3,000.00	NM		
MG for 13.			-							
16 WISN 10	/13/12-10/13	/12 College Fe	ootball Game #1	11a-230	Sa	:30	\$700.00	NM		
MG for 13.										
		/12 Jimmy Kir	nmel	1130-1230a	-F-	:30	\$500.00	NM		
⊕ MG for 13.			_					1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02				5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
Week: 10/15/12	10/21/12 10/28/12	-TWTF	3	\$350.00						
Week: 10/22/12		-TWTF	3 4	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	•	\$350.00						
N 13 WISN 10/02			· _	6-630pm		:30		NM	13	\$15,600.00
Start Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2 3	\$1,200.00 \$1,200.00						
	ate Range	Descriptio	=	Start/End Time	Weekdays	Length	Rate	Type		
5 WISN 10				6-630pm	-TuWThF	***************************************	\$1,200.00	NM 1466		
	1.15,11.16,1		Oρ	0-050pm	14,1111	.50	Ψ1,200.00	14/4/		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02			6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	10	Ψ1 - 1000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	/12 11/02/	12 Entertainm	ent Tonight	630p-7pm		:30		NM	11	\$9,350.00
Start Date	End Date	Weekdays	Spots/Week	Rate				11111		40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Spot Ch Da	ate Range	Descriptio	<u>n</u>	Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	Туре		
1 WISN 10	V01/12-10/07	/12 Entertainn	nent Tonight	630p-7pm	-TuWThF	:30	\$850.00	NM		
See MG 2										
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
144 1 40/00/40	4000000		_	0050.00				1		

\$850.00

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Alt Order # Contract / Revision 939457 06262067 / 7 Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/10/12 / 10/10/12 Democratic Senatorial Ca

Contal

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTF 3	<u>Rate</u> \$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00
Start Date End Date Weekdays Spots/Week					
Week: 10/01/12	\$1,000.00		l		
Week: 10/08/12	\$1,000.00				
Week: 10/15/12	\$1,000.00				
Week: 10/22/12	\$1,000.00				
Week: 10/29/12 11/04/12 -TwTF 5	\$1,000.00				
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	NM	14	\$6,300.00
Start Date End Date Weekdays Spots/Week					
Week: 10/01/12	\$450.00				
Week: 10/08/12 10/14/12 -TWTF 2	\$450.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$450.00 \$450.00				
Week: 10/22/12	\$450.00 \$450.00				
18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$3,000.00				
	Prime Other	:30	NM	5	\$25,000.00
19 WISN 10/08/12 11/05/12 Dancing Start Date End Date Weekdays Spots/Week		.30	14141	5	\$25,000.00
Week: 10/08/12 10/14/12 1 1	\$5,000.00				
Week: 10/15/12 10/21/12 1 1	\$5,000.00		1		
Week: 10/22/12 10/28/12 1 1	\$5,000.00				
Spot Ch <u>Date Range</u> <u>Description</u>	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M::30 \$5,000.00	NM		
See MG 19.6					
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: 30 \$5,000.00	NM		
(f) MG for 19.3 10/22					
Week: 10/29/12 11/04/12 1 1	\$5,000.00				
Week: 11/05/12 11/11/12 1 1	\$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate \$4,000.00				
Week: 10/22/12 10/28/12 1 1 Spot Ch Date Range Description	Start/End Time	Weekdays <u>Length</u> <u>Rate</u>	<u>Type</u>		
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4.000.00	NM		
Credited Gustie	mon a rop		, , , ,		
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week					
Week: 10/01/12 10/07/121- 1	\$600.00				
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00		1		
Week: 10/15/12	\$600.00 \$600.00				
Week: 10/22/12 10/26/121- 1 Week: 10/29/12 11/04/121- 1	\$600.00 \$600.00				
	······································	.20			#0 F00 00
22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week		:30	NM	1	\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00				
•			1		

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Contract / Revision Alt Order# 939457 06262067 / 7 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1**5**33

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate	18/a distance di sente. Dete	T	
Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 College Football Game #2	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$6,500.00	<u>Type</u>	
See MG 22.2	230p-6p	Sa :30 \$6,500.00	NM	
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	sa :30 \$6,500.00	NM	
⊕ MG for 22.1 10/13	2000 00	34 .00 \$0,000.00	1444	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 8	\$8,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> \$500.00	100		40,200.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30 \$500.00	NM	
See MG 23.6	 	100 000100	, , , , , ,	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
→ MG for 15.1,23.1			- 1	
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	 -Sa :30 \$500:00	NM	
See MG 23.7,23.8,23.9,23.10	1000 11	! _		
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500,00	NINA	
(b) MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030b-11b	WThF :30 \$1,500.00	NM	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500.00	NM	
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000p 11p	\$1,000.00	1404	
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	sa :30 \$900.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2				
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/08/12 10/14/121 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00		İ	
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 4	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate			
	\$700.00			
	\$700.00	Madden Lands Deb		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p See MG 23.7,23.8,23.9,23.10	6-630pm	Sa :30 \$700.00	NM	
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA		.20	NIN 8	80.000.00
Start Date End Date Weekdays Spots/Week	6-7a <u>Rate</u>	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00		1	
Week: 10/08/12 10/14/121- 1	\$600.00		l	
Week: 10/15/12 10/21/121- 1	\$600.00		1	
			1	

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Contract / Revision Alt Order# 939457 06262067 / 7 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

						Spots.	/			
*	Line Ch Start I	Date End D	ate Description	1	Start/End Time	Days Length Week		Type S	Spots	Amount
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			T		
	Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1- 1-	1 1	\$600.00					
-					\$600.00					
	27 WISN 10/20/ Start Date	/12 11/03/1 End Date	2 SA 630-7p	Spots/Week	630p-7p	:30		NM	0	\$0.00
	Week: 10/15/12	10/21/12	<u>Weekdays</u> 1-	<u> 3pois/vveek</u> 1	<u>Rate</u> \$500.00					
		ite Range	Description		Start/End Time	Weekdays Length	Rate	Туре		
	1 W/SN 10	/15/12-10/21/	/12 SA 630-7p		630p-7p	Sa :30	\$500.00	NM		
		3.7,23.8,23.9	,23.10	_						
	Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	0 1	\$0.00					
		ite Range	Description	1	\$500.00 Start/End Time	Weekdays Length	Poto	Type		
			/12 SA 630-7p		630p-7p	Weekdays Length	<u>Rate</u> \$500.00	<u>Type</u> NM		
		3.7,23.8,23.9	•		000p / p	5a .00	Ψ000:00	(() ()		
	28 WISN 10/13/				630-7p	:30		NM	2	\$2,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate			7	_	Ψ 2 1000.00
	Week: 10/08/12	10/14/12	1-	1	\$1,000.00					
	Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	0	\$0.00			i		
-			1-	1	\$1,000.00					
	29 WISN 10/06/ Start Date	/12 10/20/1 End Date	2 ABC Prime (:30		NM	3	\$3,000.00
	Week: 10/01/12	10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$1,000.00					
	Week: 10/08/12	10/14/12		Ó	\$0.00					
	Week: 10/15/12	10/21/12	2-	2	\$1,000.00					
_	30 WISN 10/13/	12 11/03/1	2 News Sat 7-	9а	7-9am	:30		NM	4	\$1,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate					
	Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1- 1-	1 1	\$450.00					
	Week: 10/13/12 Week: 10/22/12	10/21/12	1-	1	\$450.00 \$450.00			- 1		
	Week: 10/29/12	11/04/12	1-	1	\$450.00					
-	31 WISN 10/07/	/12 11/04/1	2 Late News 1	Onm	10p-1030p	:30		NM	5	\$9,000,00
	Start Date	End Date	Weekdays	Spots/Week	Rate	.50		IAIAI	3	\$8,000.00
	Week: 10/01/12	10/07/12	1	1	\$1,600.00					
	Week: 10/08/12	10/14/12	1	1	\$1,600.00					
	Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$1,600.00					
	Week: 10/29/12	11/04/12	1	1	\$1,600.00 \$1,600.00			l		
-	32 WISN 10/14/					.00				** *** **
	Start Date	End Date	Weekdays	Spots/Week	1030p-11p Rate	:30		NM	4	\$3,800.00
	Week: 10/08/12	10/14/12	1	1	\$950.00					
	Week: 10/15/12	10/21/12	1	1	\$950.00					
	Week: 10/22/12	10/28/12	1	1	\$950.00					
	Week: 10/29/12	11/04/12	1	1	\$950.00					
	33 WISN 10/14/				458-6AM	:30		NM	4	\$800.00
	Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00					
	Week: 10/15/12	10/21/12	1	1	\$200.00					
	Week: 10/22/12	10/28/12	1	1	\$200.00			ŀ		
	Week: 10/29/12	11/04/12	1	1	\$200.00					

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Alt Order# Contract / Revision 06262067 939457 1 7 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	:30	NM	5	\$2,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/121 1	\$500.00				
Week: 10/08/12 10/14/121 1	\$500.00				
Week: 10/15/12 10/21/121 1	\$500.00				
Week: 10/22/12 10/28/121 1	\$500.00		ļ		
Week: 10/29/12 11/04/121 1	\$500.00				
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		Į.		
Week: 10/01/12 10/07/121 1	\$400.00		I		
Week: 10/08/12 10/14/121 1	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/15/12 10/21/121 1	\$2,500.00				
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12	\$400.00				
	\$400.00		i		
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12	\$400.00				
	\$400.00				
38 WISN 10/14/12 11/04/12 This Week With George St		:30	NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate				
	\$1,000.00		İ		
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121 1	\$1,000.00				
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	NM	3	\$12,500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -1 1	Rate				
	\$5,000.00	Mantalana I amata	Date The		
Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 DanceResults	Start/End Time Tue 7-8p	Weekdays Length	Rate Type		
See MG 39.3.39.4	rue r-op	-Tu :30 \$5,00	00.00 NM		
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu :30 \$5,00	00.00 NM		
® MG for 40.2,39.1	Tue 0-3p	-1450 \$5,00	14141		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu :30 \$2,50	00.00 NM		
® MG for 40.2,39.1	0p	.00 42,00	,0.00		
Week: 10/15/12 10/21/12 0	\$0.00				•
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30	NM	1	\$3 EAA AA
Start Date End Date Weekdays Spots/Week	Rate	.30	IAINI	I	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00		ļ		
	•		1		

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Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate		_	
Spot Ch Date Range Description 1 W/SN 10/01/12-10/07/12 HappyEnd	Start/End Time Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 <u>\$2,500.00</u>		
7 VVISIV 10/01/12-10/07/12 Happy⊆no See MG 40.3	rue o-sp	-1u30 32,300.0 6	14141	
3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu: :30 \$2,500:00	NM	
⊕ See MG 40.4	· ·			
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu: :30 \$2,500.00	NM	
® MG for 40.3 10/02				
Week: 10/08/12 10/14/12 -1 1	\$2,500.00	Manhalana Lagath Data	m	
Spot Ch Date Range Description 2 W/SN 10/08/12-10/14/12 HappyEnd	Start/End Time Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu ;30 \$2,500.00		
See MG 39.3,39.4	rue 0-3p	10 .50 02,000.0 0	(*,**)	
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	\$4,400.00
Start Date End Date Weekdays Spots/Week	Rate		• • • • • • • • • • • • • • • • • • • •	\$ 1,300.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate		
1 W/SN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-ти :30 <i>\$2,200.00</i>	NM	
See <i>MG 41.4</i> 4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00	NM	
(ii) MG for 41.1 10/02	111a 3-10p	:50 \$2,200.00	INIVI	
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>	
2 W/SN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu:30 \$ 2,200.0 6	NM	
Credited				
Week: 10/22/12	\$0.00 \$2,200.00			
		00		******
42 WISN 10/16/12 10/30/12 HappyEnd Start Date End Date Weekdays Spots/Week	Tue 8-9p Rate	:30	NM 2	\$6,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu: :30 \$3,000.00) NM	
Credited				
Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM 1	\$7,000.00
Week; 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		:30	NM 2	63 600 00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	\$2,600.00
Week: 10/29/12 11/04/122- 2				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 2	\$450.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/122 2	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00			
47 WISN 11/06/12 11/06/12 General Hospital		120	N18.4	2074
Start Date End Date Weekdays Spots/Week	2-3pm/1-2p <u>Rate</u>	:30	NM 1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			

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Contract / Revision Alt Order# 939457 06262067 / 7 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

						Spots/				
		ate Description		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
48 WISN 10/15				10-1030p		:30		NM	4	\$6,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,600.00						
Week: 10/13/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00				İ		
49 WISN 10/15	/12 11/05/	12 The View		10-11am		:30		NM	4	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			-	42,000.00
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
50 WISN 11/06		12 The View		10-11am		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	1	\$500.00						
51 WISN 10/15			N COOPER	M-F 11A-12P		:30		MM	4	\$900.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/22/12	10/21/12	1	1	\$225.00 \$225.00				1		
Week: 10/22/12	11/04/12	1	1	\$225.00 \$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29/		12 3-4p		3-4p		:30		NM	2	£4 000 00
Start Date	End Date	Weekdays	Spots/Week	3-4р Rate		.50		IMM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						***************************************
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29/	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week; 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15			•	5-530pm		:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/13/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	i	\$1,000.00						
56 WISN 10/15/	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1.4141	4	Φ1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	1 1 /04/12	1	1	\$350.00				1		
Week: 11/05/12	11/11/12	1	11	\$350.00						
57 WISN 10/08				6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,200.00				ļ		
Week: 10/15/12	10/21/12	1	7	\$1,200.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



10/10/12 / 10/10/12 Democratic Senatorial Ca Spots/ Ch Start Date End Date Description Start/End Time Length Week Type Spots Days Rate Amount **Weekdays** Start Date End Date Spots/Week Rate Week: 10/22/12 10/28/12 \$1,200,00 1 Week: 10/29/12 11/04/12 1 \$1,200.00 Week: 11/05/12 11/11/12 1 \$1,200.00 WISN 10/15/12 11/05/12 News M-F 6a :30 NM \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$1,000.00 1 Week: 10/22/12 10/28/12 \$1,000.00 1 Week: 10/29/12 11/04/12 1 \$1,000.00 Week: 11/05/12 11/11/12 \$1,000.00 1 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 \$1,000.00 -1----1 60 WISN 10/22/12 11/05/12 Entertainment Tonight 630p-7pm :30 NM \$2,550.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 1 \$850.00 Week: 10/29/12 11/04/12 1----1 \$850.00 Week: 11/05/12 11/11/12 1----1 \$850.00 WISN 10/08/12 11/05/12 Good Morning America :30 NM 5 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1-----\$1,000.00 1 Week: 10/15/12 10/21/12 1----1 \$1,000.00 Week: 10/22/12 1----10/28/12 1 \$1,000.00 Week: 10/29/12 11/04/12 1----1 \$1,000.00 Week: 11/05/12 1----\$1,000.00 11/11/12 62 WISN 11/06/12 11/06/12 Good Morning America :30 NM \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 \$1,000.00 1 63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am .30 NM \$1,800.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$450.00 Week: 10/22/12 10/28/12 1 \$450.00 Week: 10/29/12 11/04/12 1 \$450.00 Week: 11/05/12 11/11/12 1 \$450.00 64 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM \$1,000,00 Start Date End Date Spots/Week Weekdays Rate 10/07/12 Week: 10/01/12 ----S-1 \$1,000.00 65 WISN 10/06/12 BIG 12 BadgerPost 10/06/12 630-7p, 6-630p :30 NM \$1,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----5-\$1,500.00 66 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM 1 \$3,000.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 --T---1 \$3,000.00 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM \$350.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$350.00 -TF--1 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM \$250.00 1 Weekdays Spots/Week Start Date End Date Rate Week: 10/01/12 10/07/12 \$250.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	939457 / 7	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser		Original Date / Revision
Democratic Senatoria	I Ca	10/10/12 / 10/10/12

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			· · · · · · · · · · · · · · · · · · ·	
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/125 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date End Date Weekdays Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 S- 1	INSIDE HUD 1035 _I <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals	3	352	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	252	\$232,100.00	\$197,285.00
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00
Totals	352	\$321,300.00	\$273,105.00

Signature:	Date:	

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisty the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemptated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of	property and mail, but assumes no liability for loss or damage to program or commercial
materials and other property furnis	shed by the Agency in connection with broadcasts hereunder.	The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except	t after its prior approval.	process many conceptional of telephone calls in

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/12/12 / 10/12/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Cnoto/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM	10	\$3,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				,
Week: 10/01/12	\$350.00				
Week: 10/08/12	\$350.00				
Week: 10/15/12 10/21/12 -TWTF 2	\$350.00				
Week: 10/22/12 10/28/12 -TWTF 2	\$350.00				
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00				
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM	13	\$20,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				+,000.00
Week: 10/01/12	\$1,600.00				
Week: 10/08/12	\$1,600.00				
Spot Ch <u>Date Range</u> <u>Description</u>	Start/End Time	Weekdays Length Rate	Type		
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10					
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600:00	NM		
See MG 23.7,23.8,23.9,23.10					
Week: 10/15/12	\$1,600.00				
Week: 10/22/12	\$1,600.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00				
3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	12	\$6,000,00
Start Date End Date Weekdays Spots/Week	Rate		7	•	Ψ0,000.00
Week: 10/01/12	\$500.00		- 1		
Week: 10/08/12	\$500.00		l		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuwThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17					
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17					
Week: 10/15/12 10/21/12 -TWTF 3	\$500.00				
Week: 10/22/12	\$500.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00		1		
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM	5	\$4,750.00



Contract / Revision Alt Order# 939457 06262067 / 8 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

						Spots/				
	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	1	\$950.00						
Week: 10/15/12	10/14/12	-TWTF	1	\$950.00 \$950.00						
Week: 10/12/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02				11p-1130p		:30		NINA	0	
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	8	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$225.00						
Week: 10/15/12	10/14/12	-TWTF	2 3	\$225.00						
Week: 10/13/12	10/21/12	-TWTF	3	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00 \$225.00						
7 WISN 10/09/	/12 11/02/-		J	12P-1P		:30	***************************************		_	•• · · · · ·
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				İ		
8 WISN 10/02/		12 KATIE COU	JRIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						+ 1,000.00
Week: 10/08/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$400.00						
Week: 10/13/12	10/21/12	-TWTF -TWTF	2 2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00 \$400.00						
9 WISN 10/02/			2							
Start Date	End Date	Weekdays	Spots/Week	3-4p <u>Rate</u>		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/				4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$600.00						
Week: 10/13/12	10/21/12	-TWTF -TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2 2	\$600.00 \$600.00						
11 WISN 10/02/	~~~~									
Start Date	/12 11/02/1 End Date	2 News M-F 5 Weekdays	p <u>Spots/Week</u>	5-530pm		:30		NM	15	\$16,200.00
otait Date	LING Date	vvcchuays	Spots/week	<u>Rate</u>				l		



Contract / Revision Alt Order # 939457 06262067 1

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12	\$1,000.00			
Spot Ch Date Range Description	\$1,000.00 <u>Start/End Time</u>	Marketin Locally Det		
3 W/SN 10/08/12-10/14/12 News M-F 5p	5-530pm	<u>Weekdays Length Rate</u> -TuwThF :30 \$1,000.00	<u>Type</u>	
See MG 11.15,11.16,11.17	5-550pm	-TuwThF :30 \$1,000.00	NM	
4 W/SN 10/08/12-10/14/12 News M-F 5p	5-530 <i>pm</i>	-TuWThF :30 \$1,000.00	NM	
See <i>MG 11.15</i> ,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th :30 \$3,000.00	NM	
→ MG for 13.5,11.3,11.4,3.4,3.3	оч осо ор	.50 \$5,000,00	TAIVI	
16 WISN 10/13/12-10/13/12 College Football Game #1 → MG for 13.5,11.3,11.4,3.4,3.3	11a-230	Sa :30 \$700.00	NM	
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30 \$500.00	NM	
⊕ MG for 13.5,11.3,11.4,3.4,3.3				
Week: 10/15/12	\$1,000.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30	NM 15	\$5,250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			44,200.00
Week: 10/01/12	\$350.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$350.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00			
Week: 10/22/12	\$350.00			
	\$350.00			
13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM 13	\$15,600.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$1,200.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
5 W/SN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuwThF :30 \$1,200.00	NM	
See MG 11.15,11.16,11.17		.50 \$7,200.00	7477	
Week: 10/15/12	\$1,200.00			
Week: 10/22/12	\$1,200.00			
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00			
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM 15	\$15,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			410,000.00
Week: 10/01/12	\$1,000.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			
Week: 10/22/12	\$1,000.00			
	\$1,000.00			
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM 10	\$8,500.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/01/1210/07/12-TwTF2	<u>Rate</u> \$850.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>	
1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM	
See MG 23.6	. ,	123		
Week: 10/08/12	\$850.00		1	
Spot Ch Date Range Description	Start/End Time	Weekdays <u>Length</u> <u>Rate</u>	<u>Type</u>	
4 W/SN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm	-TuwThF :30 \$850.00	NM	
See MG 31.6			l	



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE

1533 Original Date / Revision

Advertiser 10/12/12 Democratic Senatorial Ca / 10/12/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -TWTF 3	<u>Rate</u> \$850.00			
Week: 10/22/12	\$850.00			
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00			
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM 21	\$21,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12	\$1,000.00			
Week: 10/08/12 10/14/12 -TwTF 4 Week: 10/15/12 10/21/12 -TwTF 4	\$1,000.00			
Week: 10/13/12 10/28/12 -TWTF 5	\$1,000.00 \$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00			
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	NM 14	
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 14	\$6,300.00
Week: 10/01/12 10/07/12 -TWTF 2	\$450.00			
Week: 10/08/12	\$450.00			
Week: 10/15/12	\$450.00			
Week: 10/22/12 10/28/12 -TwTF 3	\$450.00		1	
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00			
18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30	NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/121 1	\$3,000.00			
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30	NM 5	\$25,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 1 1	<u>Rate</u> \$5,000.00			
Week: 10/15/12 10/21/12 1 1	\$5,000.00			
Week: 10/22/12 10/28/12 1 1	\$5,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	M:30 \$5,000.00	NM	
See MG 19.6				
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: 30 \$5,000.00	NM	
(f) MG for 19.3 10/22	05 000 00			
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$5,000.00			
	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$4,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u> Type</u>	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M: :30 \$4.000.00	NW	
Credited		4 1,000.00	'''''	
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			7-1-00-100
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00 \$600.00		ĺ	
	·····			_
22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM 1	\$6,500.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00			
·	, -,		1	



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

Start Date End Date Start Date Chrosoption Start Date Chrosoption Start Date Chrosoption Start Date Chrosoption Start Date Chrosoption Start Date Chrosoption Start Date Chrosoption Start Date Chrosoption Start Date Chrosoption Start Date Chrosoption Start Date Chrosoption Chr	*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amaunt
See MG 222 2 WISN 10/08/12-10/08/12 College Football BADGER 2300-69			Days Length Week Mate	Type Spots	Amount
WSN 10081/2-107/4/12 College Football Game #2 230p-8p			Meekdays Length Pate	Type	
See MG 22.2 2 WISN 10/06/12 -10/01/12 College Football BADGER 230p-6p					
(a) MG for 22.1 10/013 23 WISN 10/08/12 11/08/12 News Sa 6p-630p		LUOP OP	3w .00 \$0,000.00	, 4,4,	
⊕ MG for 22.1 10/03 23 MISN 1009/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 8 \$8,250.00 Sand Date Start Date Novel (1001/12 1007/12	2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	sa :30 \$6,500.00	NM	
Start Date End Date Weekdays Spots/Week Rate Spots/Week Week 100/11/2 1007/12 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type Spots/Week N/W No. 100/11/2 1007/12 Late News 1030PM 1030p-11p MTuwThF	⊕ MG for 22.1 10/13				
Siart Date End Date Meekidays Spots/Week Rate Stop Start/End Time Stop Start/End Time Stop Start/End Time Start/End Time Stop Start/End Time Stop Start/End Time Stop Start/End Time Start/End Time Stop Start/End Time Stop Start/End Time Start/End Time Stop Stop	23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 8	\$8,250.00
Spot Ch					+0,200.00
1 W/SN 100A/172-10/07/12 News Sa 6ρ-630ph 6-630pm Sa- .30 \$500-00 NM See M/G 23.6 6 WISN 10/01/12-10/07/12 Late News 1030PM 10/30p-11p MTuwThF				į	
See MG 23.6 6 WISN 1001/12-1007/12 Late News 1030PM 1030P-11p MTuwThF :30 \$1,350.00 NM West: 1008/12 10/14/121 1 \$500.00 Start/End Time 2 WISN 10001/2-10/14/12 News \$6,6-80p 7 WISN 10001/2-10/14/12 News \$6,6-80p 7 WISN 1010/12-10/14/12 Late News 1030PM 1030P-11p 1030					
8 WISN 1008/12 10/14/12	· · ·	6-630pm	Sa :30 \$500.00	NM	
⊕ MG for 15.1, 23.1 Week: 10/08/12 10/14/12 1 1 \$500.00 Spot Ch Date Range Description Stant/End Time Weekdays Length Rate Type 2 W/SN 10/08/12-10/14/12 New Sa 6p-830p 6-630pm Sa- :30 \$500.00 NM 5 See MG 23, 72,3 8, 23, 92,310 10 Sa- :30 \$1,500.00 NM ⊕ MG for 25, 22, 4, 27, 1,27, 22, 23, 23, 2 2 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p wThF :30 \$1,500.00 NM ⊕ MG for 25, 22, 427, 1,27, 22, 3, 23, 2 10 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p wThF :30 \$1,500.00 NM ⊕ MG for 25, 22, 427, 1,27, 22, 3, 23, 2 10 WISN 10/13/12-10/12/13/12 Prime Nascar M-Su 6-1030PM		1020m 44m	MT::::::::::::::::::::::::::::::::::::		
Sept. 10/08/12 10/14/12	<u></u>	1030p-11p	M10W1TH :30 \$1,350.00	NIVI	
Spot Ch	-	\$500.00			
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p See MG 23.7,23.8,23.9,23.10 7 W/SN 10/10/12-10/12/12 Late News 1030PM 1030p-11p			Weekdays Length Rate	Tyne	
See MG 23.7,23,8,23,9,23,10 TWINN 10/10/12-10/12/12 Late News 1030PM 1030p-11p wThF :30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 8 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p wThF :30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 9 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p wThF :30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar M-Su 6-1030PM sa- :30 \$900.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/21/12 1 1 \$500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/21/12 1 1 \$500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/28/12 1 1 \$500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/28/12 1 1 \$500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/28/12 1 1 \$500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/28/12 1 1 \$500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/28/12 1 1 \$500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/28/12 1 1 \$500.00 NM Week: 10/22/12 10/28/12 1 1 \$200.00 NM Week: 10/15/12 10/28/12 1 1 \$200.00 Week: 10/15/12 10/28/12 1 1 \$700.00 NM Start Date End Date Weekdays Spots/Week Rate NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week Rate NM Spots/Week NM Spots/Week Rate NM Spots/Week NM Spots/Week NM Spots/Week NM Spots/Week NM Spots/Week NM Spots/Week NM Spots/Week NM Spots/W					
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8 WISN 10/10/12-10/12/12 Late News 1030PM ⊕) MG for 25.2,2,4,27.1,27.2,2.3,23.2 9 WISN 10/10/12-10/12/12 Late News 1030PM ⊕) MG for 25.2,2,4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar ⊕) MG for 25.2,2,4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/21/121- 1 \$500.00 Week: 10/15/12 10/21/121- 1 \$500.00 Week: 10/22/12 10/28/121- 1 \$500.00 Week: 10/29/12 10/41/121- 1 \$500.00 Week: 10/15/12 10/21/121- 1 \$500.00 Week: 10/15/12 10/21/121- 1 \$500.00 Week: 10/15/12 10/21/121- 1 \$500.00 Week: 10/15/12 10/21/121- 1 \$500.00 Week: 10/15/12 10/21/121- 1 \$200.00 Week: 10/15/12 10/21/121- 1 \$200.00 Week: 10/15/12 10/21/121- 1 \$200.00 Week: 10/15/12 10/21/121- 1 \$200.00 Week: 10/15/12 11/03/12 News Sa 6p-630p 6-630pm 25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121- 1 \$700.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/08/12-10/14/12 News Sa 6p-630p See MG 23.7,23.8,23.9,23.70 Week: 10/15/12 10/21/121- 1 \$700.00 Week: 10/15/12 10/21/121- 1 \$700.00 Week: 10/22/12 10/21/121- 1 \$700.00 Week: 10/22/12 10/21/121- 1 \$700.00 Week: 10/22/12 10/21/121- 1 \$700.00 Week: 10/22/12 10/21/121- 1 \$700.00 Week: 10/22/12 10/21/121- 1 \$700.00 Week: 10/22/12 10/21/121- 1 \$700.00 Week: 10/22/12 10/21/121- 1 \$700.00 Week: 10/22/12 10/21/121- 1 \$700.00 Week: 10/22/12 11/04/12 Sat GMA 6-7a Siart Date End Date Weekdays Spots/Week Rate End Date Weekdays Spots/Week Rate End Date Weekdays Spots/Week Rate End Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week Rate Rate Rate Rate Rate Rate Rate Rate	7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500.00	NM	
⊕ MG for 25.2.2.4,27.1,27.2.2.3,23.2 9 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11pwThF :30 \$1,500.00 NM MG for 25.2.2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar M-Su 6-1030PMSa :30 \$900.00 NM MG for 25.2.2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/21/121 1 \$500.00 Week: 10/15/12 10/21/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/08/12 11/04/121 1 \$200.00 Week: 10/08/12 10/21/121 1 \$200.00 Week: 10/22/12 10/28/121 1 \$200.00 Week: 10/22/12 10/28/121 1 \$200.00 Week: 10/22/12 10/28/121 1 \$200.00 Week: 10/29/12 11/04/121 1 \$200.00 Week: 10/29/12 11/04/121 1 \$200.00 Week: 10/09/12 11/04/121 1 \$200.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121 1 \$700.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121 1 \$700.00 Week: 10/08/12 10/14/121 1 \$700.00 Start Date End Date Weekdays Spots/Week 6-630pmSa :30 \$700.00 NM 4 \$2,800.00 Start Date End Date Weekdays Spots/Week 6-630pmSa :30 \$700.00 NM 5 Sart Date In/04/121 1 \$700.00 Week: 10/02/12 10/21/121 1 \$700.00 Week: 10/02/12 10/21/121 1 \$700.00 Week: 10/02/12 10/21/121 1 \$700.00 Week: 10/02/12 11/04/121 1 \$700.00 Week: 10/02/12 11/04/121 1 \$700.00 Week: 10/02/12 11/04/121 1 \$700.00 Week: 10/02/12 11/04/121 1 \$700.00 Week: 10/02/12 11/04/121 1 \$700.00 Week: 10/02/12 11/04/121 1 \$700.00 Week: 10/02/12 11/04/121 1 \$700.00 Week: 10/02/12 11/04/121 1 \$700.00 Week: 10/02/12 11/04/121 1 \$700.00 Week: 10/02/12 11/04/121 1 \$700.00 Week: 10/02/12 11/04/121 1 \$700.00			· ·		
9 WISN 10/10/12/10/12/12 Late News 1030PM 1030p-11pWThF :30 \$1,500.00 NM ⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar		1030p-11p	wThF :30 \$1,500.00	NM	
MG for 25.2.2.4,27.1,27.2,2.3,23.2					
10 WISN 10/13/12-10/13/12 Prime Nascar ⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/21/121 1 \$500.00 Week: 10/22/12 10/28/121 1 \$500.00 Week: 10/29/12 11/03/12 Sa 458-6a Start Date End Date Weekdays 10/15/12 10/21/121 1 \$200.00 Week: 10/15/12 10/21/12 10/21/121 1 \$200.00 Week: 10/15/12 10/21/121 1 \$200.00 Week: 10/29/12 11/03/12 News Sa 6p-630p 6-630pm 3:0 NM 4 \$2,800.00 Start Date End Date Weekdays Spots/Week 10/09/12 11/03/12 News Sa 6p-630p 6-630pm 3:0 NM 4 \$2,800.00 Start Date End Date Weekdays Spots/Week Rate \$700.00 Week: 10/001/12 10/07/121 1 \$700.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/08/12-10/14/121 1 \$700.00 Week: 10/15/12 10/21/121 1 \$700.00 Week: 10/15/12 10/21/121 1 \$700.00 Week: 10/15/12 10/21/121 1 \$700.00 Week: 10/29/12 10/21/121 1 \$700.00 Week: 10/29/12 10/21/121 1 \$700.00 Week: 10/29/12 11/04/121 1 \$700.00 Week: 10/29/12 11/04/121 1 \$700.00 Week: 10/29/12 11/04/121 1 \$700.00 Week: 10/29/12 11/04/121 1 \$700.00 Week: 10/29/12 11/04/121 1 \$700.00 Week: 10/29/12 11/04/121 1 \$700.00 Week: 10/29/12 11/04/121 1 \$700.00 Week: 10/29/12 11/04/121 1 \$700.00	_	1030p-11p	wThF :30 \$1,500.00	NM	
		M C., C 4020DM			
Week: 10/15/12 10/28/12 1 1 \$500.00		IVI-SU 6-1030PIVI	\$a- - :30 \$900.00	NM	
Week: 10/22/12 10/28/12 1- 1 \$500.00 Week: 10/29/12 11/04/12 1- 1 \$500.00 24 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Week: 10/08/12 End Date Meekdays Spots/Week Spots/Week Rate Spot Spots/Week Spot Spot Spot Spot Spot Spot Spot Spot		\$500.00			
Week: 10/29/12					
24 WISN 10/13/12 11/03/12 Sa 458-6a Start Date Week: 10/08/12 10/14/121- 1 \$200.00 Week: 10/15/12 10/28/121- 1 \$200.00 Week: 10/29/12 11/03/12 News Sa 6p-630p Start Date Week: 10/08/12 11/03/12 News Sa 6p-630p Week: 10/08/12 10/07/121- 1 \$200.00 25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date Week: 10/07/12 10/07/121- 1 \$200.00 Week: 10/07/12 10/07/121- 1 \$700.00 Week: 10/08/12 10/07/121- 1 \$700.00 Spot Ch Date Range Description See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/121- 1 \$700.00 Week: 10/22/12 10/28/121- 1 \$700.00 Week: 10/22/12 10/28/121- 1 \$700.00 Week: 10/22/12 10/28/121- 1 \$700.00 Week: 10/22/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Week Rate 30 NM 4 \$2,800.00 NM 4 \$2,800.00 NM 5 \$700.00 NM 5 \$3,000.00					
Start Date End Date Weekdays Spots/Week Rate \$200.00	24 WISN 10/13/12 11/03/12 Sa 458-6a		·30	NIM 4	#800 00
Week: 10/08/12 10/14/12 1- 1 \$200.00 Week: 10/15/12 10/21/12 1- 1 \$200.00 Week: 10/22/12 10/28/12 1- 1 \$200.00 Week: 10/29/12 11/04/12 1- 1 \$200.00 2 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 4 \$2,800.00 Start Date Week 10/07/12 End Date Weekdays Spots/Week Rate S700.00 NM 5700.00 Week: 10/08/12 10/14/12 1- 1 \$700.00 NM 5700.00 Spot Ch Date Range 2 Description Description Start/End Time Weekdays Length Rate 1/20/14/12 Rate 1/20/14/12 NM NM See MG 23.7,23.8,23.9,23.9,23.10 NW 5 \$700.00 NM Week: 10/15/12 10/28/12 1- 1 \$700.00 Week: 10/12/12 10/28/12 1- 1 \$700.00 Week: 10/12/12 11/04/12 1- 1 \$700.00 Week: 10/29/12 11/04/12 1- 1 \$700.00 <td< td=""><td></td><td>_</td><td>.50</td><td>14141 4</td><td>\$800.00</td></td<>		_	.50	14141 4	\$800.00
Week: 10/22/12 10/28/12 1- 1 \$200.00 Week: 10/29/12 11/04/12 1- 1 \$200.00 25 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 4 \$2,800.00 Start Date End Date Weekdays Spots/Week Rate 8700.00 NM 4 \$2,800.00 Week: 10/08/12 10/14/12 1- 1 \$700.00 NM 8700.00 NM Spot Ch Date Range Description See MG 23.7,23.8,23.9,23.10 Start/End Time See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 1- 1 \$700.00 Week: 10/15/12 10/28/12 1- 1 \$700.00 Week: 10/29/12 11/04/12 1-					
Week: 10/29/12 11/04/12 1- 1 \$200.00 25 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 4 \$2,800.00 Start Date Week: 10/01/12 End Date Meekdays Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week NM 4 \$2,800.00 Week: 10/08/12 10/14/12 1- 1 \$700.00 Start/End Time Weekdays Length Rate Type Ge-630pm Type Start/End Time Spots/Week Start/End Time Spots/Week Weekdays Spots/Week Spots/Week \$700.00 \$700.00 NM \$700.00 \$700.00 NM \$700.00 \$700.00 NM \$700.00 \$700.00 NM \$700.00	Week: 10/15/12 10/21/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 4 \$2,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121 1 \$700.00 Week: 10/08/12 10/14/121 1 \$700.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/08/12-10/14/12 News Sa 6p-630p 6-630pm	Week: 10/22/12 10/28/121- 1	\$200.00			
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1- 1 \$700.00 Week: 10/08/12 10/14/12 1- 1 \$700.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/08/12-10/14/12 News Sa 6p-630p 6-630pm Sa :30 \$700.00 Week: 10/15/12 10/21/12 1- 1 \$700.00 Week: 10/22/12 10/28/12 1- 1 \$700.00 Week: 10/29/12 11/04/12 1- 1 \$700.00 Week: 10/29/12 11/04/12 1- 1 \$700.00 Week: 10/29/12 11/04/12 1- 1 \$700.00 Week: 10/29/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00	Week: 10/29/12 11/04/121- 1	\$200.00			
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1- 1 \$700.00 Week: 10/08/12 10/14/12 1- 1 \$700.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/08/12-10/14/12 News Sa 6p-630p 6-630pm 5a :30 \$700.00 Week: 10/15/12 10/21/12 1- 1 \$700.00 Week: 10/22/12 10/28/12 1- 1 \$700.00 Week: 10/29/12 11/04/12 1- 1 \$700.00 26 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00		6-630pm	:30	NM 4	\$2,800,00
Week: 10/08/12 10/14/12 1- 1 \$700.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/08/12-10/14/12 News Sa 6p-630p 6-630pm Sa :30 \$700.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 1- 1 \$700.00 Week: 10/22/12 10/28/12 1- 1 \$700.00 Week: 10/29/12 11/04/12 1- 1 \$700.00 26 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Rate					·
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/08/12-10/14/12 News Sa 6p-630p 6-630pm Sa :30 \$700.00 NM See MG 23.7,23.8,23.9,23.10 See MG 23.7,23.8,23.9,23.10 NM \$700.00 Veek: 10/15/12 10/21/12 1- 1 \$700.00 S700.00 NM \$700.00 NM 5 \$3,000.00 NM 5 \$3,000.00 S3,000.00 NM 5 \$3,000.00	•				
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p 6-630pm	•			_	
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/121- 1 \$700.00 Week: 10/22/12 10/28/121- 1 \$700.00 Week: 10/29/12 11/04/121- 1 \$700.00 26 WISN 10/06/12 11/03/12 Sat GMA Start Date 6-7a :30 NM 5 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate					
Week: 10/15/12 10/21/12 1- 1 \$700.00 Week: 10/22/12 10/28/12 1- 1 \$700.00 Week: 10/29/12 11/04/12 1- 1 \$700.00 26 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Rate		6-63Upm	5a :30 \$700.00	INM	
Week: 10/22/12 10/28/12 1- 1 \$700.00 Week: 10/29/12 11/04/12 1- 1 \$700.00 26 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Rate		\$700 nn			
Week: 10/29/12 11/04/12 1- 1 \$700.00 26 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate	•				
26 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00 <u>Start Date End Date Weekdays Spots/Week Rate</u>					
Start Date End Date Weekdays Spots/Week Rate	26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	·30	NM 5	£3 000 00
	Start Date End Date Weekdays Spots/Week		.00	14141	Φ 3, 000.00
	Week: 10/01/12 10/07/121 1				
Week: 10/08/12 10/14/121- 1 \$600.00	•				
Week: 10/15/12	Week: 10/15/12 10/21/121- 1	\$600.00		1	



Contract / Revision Alt Order# 06262067 939457

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

*Line Ch Start Date Er	nd Date Description	n	Start/End Time	Days	Spots Length Weel		TypeSp	oots	Amount
Start Date End D	ate Weekdays	Spots/Week	Rate			* *************************************			
Week: 10/22/12 10/28/		1	\$600.00						
Week: 10/29/12 11/04/		1	\$600.00						
	/03/12 SA 630-7p		630p-7p		:30		NM	0	\$0.00
<u>Start Date</u> <u>End D</u> Week: 10/15/12 10/21/		Spots/Week 1	<u>Rate</u> \$500.00						
Spot Ch Date Rang	-		Start/End Time	Weekday	s Length	Rate	Туре		
1 W/SN 10/15/12-1		= '	630p-7p			\$500.00	NM		
See MG 23.7,23.8,	23.9,23.10								
Week: 10/22/12 10/28/		0	\$0.00						
Week: 10/29/12 11/04/		1	\$500.00	144 1 1		.	_		
<u>Spot Ch</u> <u>Date Rang</u> 2 W/SN 10/29/12-1		•	Start/End Time 630p-7p	Weekday		<u>Rate</u> \$500.00	<u>Type</u>		
See MG 23.7,23.8	•		030p-1p		Sa :30	00.00	NM		
	/27/12 Sat 630-7p		630-7p		:30		NM	2	#2 000 00
Start Date End D	,	Spots/Week	Rate		.50		14141	2	\$2,000.00
Week: 10/08/12 10/14/	121-	1	\$1,000.00						
Week: 10/15/12 10/21/		0	\$0.00				1		
Week: 10/22/12 10/28/		1	\$1,000.00						
29 WISN 10/06/12 10	/20/12 ABC Prime	-	•		:30		NM	3	\$3,000.00
<u>Start Date</u> <u>End D</u> Week: 10/01/12 10/07/		Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/08/12 10/14/	-	o O	\$0.00						
Week: 10/15/12 10/21/	122-	2	\$1,000.00						
30 WISN 10/13/12 11	/03/12 News Sat 7	-9a	7-9am		:30		NM	4	\$1,800.00
Start Date End D		Spots/Week	<u>Rate</u>		_				41,000.00
Week: 10/08/12 10/14/		1	\$450.00						
Week: 10/15/12 10/21/ Week: 10/22/12 10/28/		1	\$450.00						
Week: 10/29/12 11/04/		1	\$450.00 \$450.00						
***************************************	/04/12 Late News	-		Win 2	:30	***************************************	ND A	-	
Start Date End D		Spots/Week	10p-1030p Rate		.30		NM	5	\$8,850.00
Week: 10/01/12 10/07/		1	\$1,600.00						
Week: 10/08/12 10/14/	-	1	\$1,600.00						
Spot Ch Date Rang		•	Start/End Time	Weekday		<u>Rate</u>	<u>Type</u>		
2 W/SN 10/08/12-1 See MG 31.6	0/14/12 Late News	10 <i>pm</i>	10 <i>p</i> -1030 <i>p</i>		SL :30	\$1,600.00	NM		
6 WISN 10/15/12-1	0/15/12 World New	s Tonioht	M-Su 530-6p	M	:30	\$2,450.00	NM		
⊕ MG for 31.2,15.4	or for it.	o romgin	141-04 556-op	44	.50	\$2,430.00	IAIAI		
Week: 10/15/12 10/21/	121	1	\$1,600.00						
Week: 10/22/12 10/28/		1	\$1,600.00						
Week: 10/29/12 11/04/		1	\$1,600.00						
	/04/12 Late News		1030p-11p		:30		NM	4	\$3,800.00
<u>Start Date</u> <u>End D</u> Week: 10/08/12 10/14/		Spots/Week	<u>Rate</u> \$950.00						
Week: 10/15/12 10/14/		1	\$950.00 \$950.00						
Week: 10/22/12 10/28/	-	1	\$950.00						
Week: 10/29/12 11/04/		1	\$950.00						
	/04/12 Su 458-6a		458-6AM		:30		NM	4	\$800.00



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/12/12 / 10/12/12

Start Cate			Spot	s/			
Week: 10081/12 101/41/2	*Line Ch Start Date End Date Description		Days Length Wee	k Rate	Type Sp	ots	Amount
Week: 101/51/2 101/21/2 1 \$200.00							
Week: 1072/12 1072/12 1104/12 1 3200.00							
Mesk: 1076/12 11/04/12 1 1 \$200.00							
Start Date Start Date Start Date Weekdays SnotsWeek Start Date Start	Week: 10/29/12 11/04/121 1						
Start Date Start Date Start Date Weekdays SnotsWeek Start Date Start	34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	-3∩		NBA	5	\$3 E00 00
Week: 10/08/12 10/14/12 11/04/12 11/	Start Date End Date Weekdays Spots/Week	· _	.00		[410]	J	\$2,500.00
Week: 10/15/12 10/21/12 11/04/12 11/04/12 11/04/12 1 1 5500.00		\$500.00					
Week: 10/22/12 10/28/12	•				1		
Meek: 10/29/12							
35 WISN 10/07/12 11/04/12 Sun GMA Start Date End Date Weekdays End Date Weekdays Spots/Week Start Date End Date Weekdays Spots/Week Start Date Start	•						
Start Date End Date Weekdays SpotsWeek Rate S400.00 Week: 10/15/12 10/14/12 1 1 \$400.00 Week: 10/15/12 11/04/12 1 1 \$400.00 Week: 10/15/12 11/04/12 1 1 \$400.00 Week: 10/15/12 11/04/12 Week: 10/15/12 10/14/12 Week: 10/15/12 10/14/12 Week: 10/15/12 10/14/12 Week: 10/15/12 10/14/12 Week: 10/15/12 10/14/12 Week: 10/15/12 10/14/12 Week: 10/15/12 10/14/12 1 1 \$400.00 Week: 10/15/12 10/14/12 DanceResults Tue 7-8p 30 NM 3 \$12,500.00 NM \$1 \$12,500.00 Week: 10/15/12 10/15/12 DanceResults Tue 7-8p Tue	****			· · · · · · · · · · · · · · · · · · ·			
Week: 10/01/12 10/07/12 400.00 Week: 10/05/12 10/14/12 5400.00 Week: 10/15/12 10/21/12 3400.00 Week: 10/22/12 10/21/12 3400.00 Week: 10/22/12 10/21/12 3400.00 Start Date End Date Weekdays Spots/Week State 32,500.00 33 WISN 10/07/12 11/04/12 New Sun 7-9a 7-9am 30 NM 5 \$2,000.00 37 WISN 10/07/12 11/04/12 New Sun 7-9a 7-9am 30 NM 5 \$2,000.00 Week: 10/01/12 10/07/12 New Sun 7-9a 7-9am 30 NM 5 \$2,000.00 Week: 10/01/12 10/07/12 New Sun 7-9a 7-9am 30 NM 5 \$2,000.00 Week: 10/01/12 10/07/12 New Sun 7-9a 7-9am 30 NM 5 \$2,000.00 Week: 10/15/12 10/07/12 1 \$400.00 10 10 10 10 10 10 10 10			:30		NM	5	\$2,000.00
Week: 10/08/12 10/14/12 1 1 \$400.00							
Week: 10/15/12 10/21/12	· · ·						
Week: 10/22/12 10/28/12 1 1	Week: 10/15/12 10/21/121 1						
36 WISN 10/21/12 10/21/12 Once Start Date End Date Weekdays Spots/Week Rate S2,500.00	Week: 10/22/12 10/28/121 1						
Start Date End Date Meek 10/15/12 10/21/12	Week: 10/29/12 11/04/121 1	\$400.00					
Start Date End Date Weekdays Spots/Week Rate Section	* * * * =	Sun 7-8p	:30		NM	1	\$2.500.00
37 WISN 10/07/12							Ψ2,000.00
Start Date End Date 10/07/12 10/07/12 1 1 5400.00							
Week: 10/08/12 10/07/12 1 1 \$400.00	110110 00111 00		:30		NM	5	\$2,000.00
Week: 10/08/12 10/14/12 1 1 \$400.00 Week: 10/28/12 10/24/12 1 1 \$400.00 Week: 10/28/12 11/04/12 11/04/12 1 \$400.00 \$400.00 Week: 10/28/12 11/04/12 11/04/12 1 \$400.00 \$400.0							
Week: 10/15/12 10/21/12 10/21/12 10/21/12 11/04/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 11/04/14 11/04/14/14 11/04/14 11/04/14 11/04/14 11/04/14 11/04/14 11/04/14 11/04/14 11/04/14							
Week: 10/22/12 10/28/12 1	Week: 10/15/12 10/21/121 1						
38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30 NM 2 \$2,000.00	Week: 10/22/12 10/28/121 1						
Start Date End Date Weekdays Spots/Week Rate Spots/Week	Week: 10/29/12 11/04/121 1	\$400.00					
Start Date End Date Weekdays Spots/Week Rate Spots/Week	38 WISN 10/14/12 11/04/12 This Week With George S	tep930-1030am	:30		NM	2	42 000 00
Week: 10/15/12 10/21/12	Start Date End Date Weekdays Spots/Week	<u>Rate</u>				-	Ψ2,000.00
Week: 10/22/12 10/28/12 11/04/14/12 11/04/14/14/14/14/14/14/14/14/14/14/14/14/14	TATE TO ADMEND ADDRESS	·					
Week: 10/29/12 11/04/12 1 1 \$1,000.00 39 WISN 10/09/12 10/23/12 DanceResults Tue 7-8p :30 NM 3 \$12,500.00 Start Date Start Date Week: 10/08/12 End Date Weekdays Spots/Week Rate Spot Ch Date Range Poescription Start/End Time Weekdays Prum : 30 Length Rate Type Prum : 30 NM 1 WISN 10/08/12-10/14/12 DanceResults Tue 7-8p -Tu	the following comments						
39 WISN 10/09/12 10/23/12 DanceResults Start Date Week: 10/08/12 10/14/12 10 1 \$5,000.00 Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 DanceResults See MG 39.3,39.4 3 WISN 10/08/12-10/14/12 DWTS Results Tue 7-8p -Tu :30 \$5,000.00 Week: 10/15/12 10/23/12 DWTS- Judges Analysis Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/15/12 10/28/12 -1 1 \$5,000.00 40 WISN 10/02/12 10/09/12 HappyEnd Start Date End Date Weekdays Spots/Week Rate Tue 7-8p -Tu :30 \$5,000.00 NM 3 \$12,500.00 NM 3 \$12,500.00	•						
Start Date End Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Sp		· · · · · · · · · · · · · · · · · · ·					
Week: 10/08/12 10/14/12 -1 1 \$5,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/08/12-10/14/12 Dance Results Tue 7-8p -Tu :30 \$5,000.00 NM See MG 39.3,39.4 3 WISN 10/08/12-10/14/12 DWTS Results Tue 8-9p -Tu :30 \$5,000.00 NM ⊕ MG for 40.2,39.1 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p -Tu		I ⁻	:30		NM	3	\$12,500.00
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/08/12-10/14/12 See MG 39.3,39.4 3 WISN 10/08/12-10/14/12 DWTS Results Tue 8-9p -Tu :30 \$5,000.00 NM ⊕ MG for 40.2,39.1 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p -Tu :30 \$2,500.00 NM ⊕ MG for 40.2,39.1 Week: 10/15/12 10/21/12 0 \$0.00 \$5,000.00 NM Week: 10/15/12 10/22/12 10/28/12 -1 1 \$5,000.00 NM 1 \$2,500.00 40 WISN 10/02/12 10/09/12 HappyEnd Start Date Tue 8-9p :30 NM 1 \$2,500.00							
1 WISN 10/08/12-10/14/12 DanceResults Tue 7-8p -Tu :30 \$5,000.00 NM See MG 39.3,39.4 3 WISN 10/08/12-10/14/12 DWTS Results Tue 8-9p -Tu :30 \$5,000.00 NM MG for 40.2,39.1 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p -Tu :30 \$2,500.00 NM MG for 40.2,39.1 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/15/12 10/21/12 1 \$5,000.00 Week: 10/22/12 10/09/12 HappyEnd Tue 8-9p :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate	Spot Ch Date Range Description		Weekdavs Length	Rate	Tyne		
See MG 39.3,39.4 3 WISN 10/08/12-10/14/12 DWTS Results Tue 8-9p -Tu		Tue 7-8p					
⊕ MG for 40.2,39.1 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p -Tu :30 \$2,500.00 NM ⊕ MG for 40.2,39.1 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 -1 1 \$5,000.00 40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate				•			
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p -Tu :30 \$2,500.00 NM ⊕ MG for 40.2,39.1 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 -1 1 \$5,000.00 40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate		Tue 8-9p	-Tu :30	\$5,000.00	NM		
		Tue 7.0-	T.,				
Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 -1 1 \$5,000.00 40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate		rue 7-8p	-1u :30	\$2,500.00	NM		
Week: 10/22/12 10/28/12 -1 1 \$5,000.00 40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate 1 \$2,500.00	ter E antique 'animatic	\$0.00					
40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p :30 NM 1 \$2,500.00	-						
Start Date End Date Weekdays Spots/Week Rate	40 WISN 10/02/12 10/09/12 HappyEnd		• ኅሰ		NB4	4	PO 500 00
	Start Date End Date Weekdays Spots/Week	Rate	.00		1.4101	1	Φ∠,500.00
\$2,500.00	Week: 10/01/12 10/07/12 -1 1	\$2,500.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

	J	Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30 \$ 2,500.00	NM	
See MG 40.3				
3 WISN 10/01/12-10/07/12 DWTS Results ⊕ See MG 40.4	Tue 8-9p	- Tu :30 \$ 2,500.00	NM	
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30 \$2 500 00	N 13.4	
(B) MG for 40.3 10/02	rue 7-op	-Tu :30 \$2,500.00	NM	
Week: 10/08/12 10/14/12 -1 1	\$2,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
2 W/SN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu: :30 \$2,500.00	NM	
See MG 39.3,39.4	, ac c sp	.00 \$2,000.00	14101	
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	¢4 400 00
Start Date End Date Weekdays Spots/Week	Rate	.50	INIVI Z	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
See MG 41.4				
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00	NM	
⊕ MG for 41.1 10/02				
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	- Tu :30 \$2,200.00	NM	
Credited Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd				_
Start Date End Date Weekdays Spots/Week	Tue 8-9p	:30	NM 2	\$6,000.00
Week: 10/15/12 10/21/12 -1 1	<u>Rate</u> \$3,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$3,000.00	NM NM	
Credited		.55 \$5,000.00	74/7/	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM 1	\$7,000.00
Start Date	Rate		1447	\$7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	7-1030p	:30	NM 2	\$2,600.00
Start Date End Date Weekdays Spots/Week	Rate			V2,000.00
Week: 10/29/12 11/04/122- 2	\$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 2	\$450.00
Start Date End Date Weekdays Spots/Week	Rate			7.55,00
Week: 10/22/12 10/28/122 2	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/12 1 1	\$350.00			
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	Rate			
**************************************	\$350.00		i	

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 1 8 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/12/12 / 10/12/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Length Week Davs Rate Type Spots Amount Start Date **End Date** Weekdays Spots/Week Rate WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM \$6,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1----\$1,600.00 Week: 10/22/12 10/28/12 1----1 \$1,600.00 Week: 10/29/12 11/04/12 1-----1 \$1,600.00 Week: 11/05/12 11/11/12 1-----1 \$1,600.00 WISN 10/15/12 11/05/12 The View 10-11am :30 NM \$2,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 \$500.00 Week: 10/22/12 10/28/12 1-----1 \$500.00 Week: 10/29/12 11/04/12 1 \$500.00 Week: 11/05/12 11/11/12 1-----1 \$500.00 WISN 11/06/12 11/06/12 The View 10-11am :30 NM \$500.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 11/05/12 11/11/12 1 \$500.00 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM \$900.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/15/12 10/21/12 1----\$225.00 Week: 10/22/12 10/28/12 1 \$225.00 Week: 10/29/12 11/04/12 1-----1 \$225.00 Week: 11/05/12 11/11/12 1 \$225.00 WISN 10/29/12 11/05/12 3-4p :30 NM 2 \$1,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 1-----1 \$500.00 Week: 11/05/12 11/11/12 1 \$500.00 WISN 11/06/12 11/06/12 3-4p :30 NM 1 \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 **-**1----1 \$500.00 54 WISN 10/29/12 11/05/12 DR. OZ :30 NM 2 \$1,200.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$600.00 1 Week: 11/05/12 11/11/12 1 \$600.00 News M-F 5p 55 WISN 10/15/12 11/05/12 5-530pm :30 NM \$4,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/15/12 10/21/12 1 \$1,000.00 Week: 10/22/12 10/28/12 1 \$1,000.00 Week: 10/29/12 11/04/12 1 \$1,000.00 Week: 11/05/12 11/11/12 1----1 \$1,000.00 WISN 10/15/12 11/05/12 News M-F 5a :30 NM 4 \$1,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$350.00 Week: 10/22/12 10/28/12 1----1 \$350.00 Week: 10/29/12 11/04/12 1-----1 \$350.00 Week: 11/05/12 11/11/12 1-----1 \$350.00 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 \$1,200.00 Week: 10/15/12 10/21/12

\$1,200.00

1

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1533



Contract / Revision Alt Order# 06262067 939457 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	Rate \$1,200.00 \$1,200.00 \$1,200.00			
58 WISN 10/15/12 11/05/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	6-7A <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00	:30	NM 4	\$4,000.00
59 WISN 11/06/12 11/06/12 News M-F 6a Start Date	6-7A <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
60 WISN 10/22/12 11/05/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	630p-7pm <u>Rate</u> \$850.00 \$850.00 \$850.00	:30	NM 3	\$2,550.00
61 WISN 10/08/12 11/05/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	7-9a Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	:30	NM 5	\$5,000.00
62 WISN 11/06/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	7-9a <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	9-10am <u>Rate</u> \$450.00 \$450.00 \$450.00 \$450.00	:30	NM 4	\$1,800.00
64 WISN 10/06/12 10/06/12 PostBadger <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	PostBadger <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM 1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM 1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM 1	\$250.00



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

Spots/

		Opoto			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate				·
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 _l <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals		351	\$321,300.00

of Spots Time Period Gross Amount Net Amount 10/01/12 -10/28/12 251 \$232,100.00 \$197,285.00 10/29/12 -11/06/12 100 \$89,200.00 \$75,820.00 Totals 351 \$321,300.00 \$273,105.00

Signature:	Date:	

Contract Agreement Between: WISN TV 759 N. 19th Street

CONTRACT

Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Original Date / Revision Advertiser Democratic Senatorial Campaign Committee 10/18/12 / 10/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

thing Ch Charl Data End Data Description	O	Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM	10	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	Rate				
	\$350.00				
	\$350.00				
	\$350.00		- 1		
Week: 10/22/12 10/28/12 -TWTF 2	\$350.00		ŀ		
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00				
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM	13	\$20,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				,==,===
Week: 10/01/12	\$1,600.00				
Week: 10/08/12	\$1,600.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 W/SN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$ 1,600.00	NM		
See MG 23.7,23.8,23.9,23.10					
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuwThF :30 <i>\$1,600.00</i>	NM		
See MG 23.7,23.8,23.9,23.10			- 1		
Week: 10/15/12	\$1,600.00		- 1		
Week: 10/22/12 10/28/12 -TWTF 3	\$1,600.00		- 1		
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00				
N 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	11	\$5,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				Ψο,οοο.οο
Week: 10/01/12	\$500.00				
Week: 10/08/12	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 W/SN 10/08/12-10/14/12 The View	10-1 <i>1</i> am	-TuwThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17					
4 W/SN 10/08/12-10/14/12 The View	10-1 <i>1</i> am	-TuwThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17					
Week: 10/15/12	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
7 WISN 10/15/12-10/21/12 The View	10-11am	-TuwThF :30 \$500.00	NM		
See MG 5.9,5.10,5.11					



Contract / Revision Alt Order# 939457 / 9 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

*Line Ch Start Date End	Date Description	on	Start/End Time	Days Len	Spo gth Wee		Type S	pots	Amount
<u>Start Date</u> <u>End Da</u> Week: 10/22/12 10/28/1		Spots/Week	Rate					-	***
Week: 10/29/12 11/04/1		3 4	\$500.00 \$500.00						
	02/12 Late News	***************************************		***************************************	.20		A 15 #	_	
Start Date End Da		Spots/Week	1030p-11p <u>R</u> ate		:30		NM	5	\$4,750.00
Week: 10/01/12 10/07/1		1	\$950.00						
Week: 10/08/12 10/14/1:		1	\$950.00				1		
Week: 10/15/12 10/21/1:		1	\$950.00				1		
Week: 10/22/12 10/28/1:		1	\$950.00						
Week: 10/29/12 11/04/1:		1	\$950.00						
	02/12 Nightline		11p-1130p		:30		NM	10	\$8,900.00
Start Date End Date Week: 10/01/12 10/07/12		Spots/Week	Rate						
Week: 10/08/12 10/14/1:		1	\$750.00 \$750.00				- 1		
Week: 10/15/12 10/21/1:		2	\$750.00 \$750.00				I		
Spot Ch Date Range	Descriptio		Start/End Time	Weekdays	Length	Rate	Type		
3 WISN 10/15/12-10		-	11p-1130p	-TuWThF	:30	\$750.00	<u>Type</u> <i>NM</i>		
See MG 5.9,5.10,5.	11				.00	\$700.00	' * ' * '		
9 WISN 10/21/12-10		vs Tonight	*Sun 5-530p	St	:30	\$1,500.00	NM		
⊕ MG for 3.7,13.6,13.7									
10 WISN 10/28/12-10	= :	vs Tonight	*Sun 5-530p	- St	:30	\$1,500.00	NM		
	•	7.0-	7.0	_					
⊕ MG for 3.7,13.6,13.7		7-9a	7-9am	St	:30	\$650.00	NM		
Week: 10/22/12 10/28/12		2	\$750.00						
Week: 10/29/12 11/04/12		2	\$750.00						
6 WISN 10/02/12 11/0	2/12 ANDERSO	N COOPER	M-F 11A-12P		:30		1114	4.4	
Start Date End Dat		Spots/Week	Rate		.30		NM	14	\$3,150.00
Week: 10/01/12 10/07/1:	2 -TWTF	2	\$225.00						
Week: 10/08/12 10/14/1:		2	\$225.00						
Week: 10/15/12 10/21/12		3	\$225.00						
Week: 10/22/12 10/28/13		3	\$225.00						
Week: 10/29/12 11/04/12		4	\$225.00						
	2/12 THE CHEV		12P-1P		:30		NM	8	\$2,400.00
Start Date End Date Week: 10/08/12 10/14/12		Spots/Week	Rate						, , , , , , , , , , , , , , , , , , , ,
Week: 10/15/12 10/21/12	- · · · · ·	2 2	\$300.00						
Week: 10/13/12 10/28/12 Week: 10/22/12 10/28/12		2	\$300.00 \$300.00						
Week: 10/29/12 11/04/12	- · · · · · · · ·	2	\$300.00						
T	2/12 KATIE CO								
Start Date End Date		Spots/Week	M-F 2-3P <u>R</u> ate		:30		MM	10	\$4,000.00
Week: 10/01/12 10/07/12		2	\$400.00						
Week: 10/08/12 10/14/12	2 -TWTF	2	\$400.00						
Week: 10/15/12 10/21/12	2 -TWTF	2	\$400.00						
Week: 10/22/12 10/28/12		2	\$400.00				1		
Week: 10/29/12 11/04/12	2 -TWTF	2	\$400.00						
9 WISN 10/02/12 11/0	2/12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date End Dat		Spots/Week	<u>Rate</u>				14141	10	Ψ3,000.00
Week: 10/01/12 10/07/12 Week: 10/08/12 10/14/12		2	\$500.00				ŀ		
Week: 10/08/12 10/14/12	2 -TWTF	2	\$500.00						

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/18/12 Democratic Senatorial Ca / 10/18/12

*Line Ch Start Date	End Date Descriptio	n	Start/End Time	Days Leng	Spor		TypeS	pots	Amount
	Date Weekdays	Spots/Week	<u>Rate</u>				I	•	
	21/12 -TWTF	2	\$500.00						
	28/12 -TWTF	2	\$500.00						
	04/12 -TWTF	2	\$500.00						
	11/02/12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
	<u> Date Weekdays</u> TWTF	Spots/Week	Rate						
	14/12 -TWTF	2 2	\$600.00 \$600.00						
	21/12 -TWTF	2	\$600.00						
	28/12 -TWTF	2	\$600.00				- 1		
	04/12 -TWTF	2	\$600.00						
11 WISN 10/02/12	11/02/12 News M-F (in .	5-530pm		:30		N184	4 11	040.000.00
	Date Weekdays	Spots/Week	Rate		.30		NM	15	\$16,200.00
	7/12 -TWTF	2	\$1,000.00						
Week: 10/08/12 10/	14/12 -TWTF	3	\$1,000.00						
Spot Ch Date Ra		<u>1</u>	Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	<u>Type</u>		
3 WISN 10/08/12		5p	5-530 <i>pm</i>	-TuWThF	:30	\$1,000.00	NM		
See MG 11.15,1									
4 W/SN 10/08/12		5p	5-530 <i>pm</i>	-TuWThF	:30	\$1,000.00	NM		
See MG 11.15, 1	7.76,77.17 2-10/11/12 World New	o Tanisht	M O., 500 O.						
⊕ MG for 13.5,11.3		s ronignt	M-Su 530-6p	Th	:30	\$3,000.00	NM		
	2-10/13/12 College Fo	othall Game #1	11a-230	Sa	:30	ድፖርር ሲሲ	NINA		
MG for 13.5,11.3		otbail Carrie ir i	114-250	5a	.30	\$700.00	NM		
	2-10/12/12 Jimmy Kim	ımel	1130-1230a	F	:30	\$500.00	NM		
→ MG for 13.5,11.3				·		Ψ000.00	''''		
	21/12 -TWTF	3	\$1,000.00						
	28/12 -TWTF	3	\$1,000.00						
Week: 10/29/12 11/0)4/12 -TWTF	3	\$1,000.00						
	11/02/12 News M-F 5	ā	5-6A		:30		NM	15	\$5,250.00
	Date Weekdays	Spots/Week	Rate						#41200.00
)7/12 -TWTF	2	\$350.00						
	4/12	3	\$350.00						
	21/12 -TWTF 28/12 -TWTF	3	\$350.00						
	04/12 -TWTF	3 4	\$350.00 \$350.00						
*****		<u> </u>	·						
	11/02/12 News M-F 6 <u>Date</u> Weekdays	T	6-630pm		:30		NM	11	\$13,200.00
	07/12 -TWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$1,200.00						
	4/12 -TWTF	3	\$1,200.00						
Spot Ch Date Ra	nge Description		Start/End Time	Weekdays	Length	Rate	Type		
	2-10/14/12 News M-F		6-630pm	-TuwThF	:30	\$1,200,00	<u>Type</u> <i>NM</i>		
See MG 11.15,1	1.16, 11.17	•				\$1,200.00	14,147		
	1/12 -TWTF	3	\$1,200.00						
Spot Ch Date Ra			Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Туре</u>		
6 WISN 10/15/12		6p	6-630pm	-TuwThF	:30	\$1,200.00	NM		
See MG 5.9,5.10	*						İ		
7 WISN 10/15/12	·	бр	6-630pm	-TuWThF	:30	\$1,200.00	NM		
See MG 5.9,5.10 Week: 10/22/12 10/2	,, 5. <i>11</i> !8/12 - TWTF	3	£4 200 00						
10/2	WIF	3	\$1,200.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

specified.

Hearst television inc, does not discriminate in the sale of advertising lime, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcest air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 06262067 / 9

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/18/12 / 10/18/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTF 3	<u>Rate</u> \$1,200.00			
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM 15	\$15,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	19191 15	\$15,000.00
Week: 10/01/12	\$1,000.00			
Week: 10/08/12	\$1,000.00			
Week: 10/15/12	\$1,000.00			
Week: 10/22/12	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00			
15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM 10	\$8,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			70,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$850.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 10/01/12-10/07/12 Entertainment Tonight	630 <i>p-7pm</i>	-TuWThF :30 \$ 850.00	NM	
See MG 23.6 Week: 10/08/12 10/14/12 -TWTF 2	¢050.00			
Week: 10/08/12	\$850.00	Martin distance of the control of th	_	
4 WISN 10/08/12-10/14/12 Entertainment Tonight	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 31.6	630 <i>p-7pm</i>	-TuWThF :30 \$850.00	NM	
Week: 10/15/12 10/21/12 -TWTF 3	\$850.00			
Week: 10/22/12 10/28/12 -TWTF 2	\$850.00			
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00			
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30		004 000
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 21	\$21,000.00
Week: 10/01/12 10/07/12 -TWTF 3	\$1,000.00			
Week: 10/08/12	\$1,000.00			
Week: 10/15/12	\$1,000.00		Į.	
Week: 10/22/12	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00			
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	NM 14	\$6,300.00
Start Date	<u>Rate</u>	,	14	40,500.00
Week: 10/01/12	\$450.00			
Week: 10/08/12	\$450.00			
Week: 10/15/12 10/21/12 -TwTF 3	\$450.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$450.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00			
18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30	NM 1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	Rate			,
	\$3,000.00			
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30	NM 5	\$25,000.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1	Rate			
Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1	\$5,000.00 \$5,000.00			
Week: 10/13/12 10/28/12 1 1	\$5,000.00 \$5,000.00		1	
Spot Ch Date Range Description	Start/End Time	Weekdays Loneth Det		
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	Weekdays Length Rate	<u>Type</u>	
See MG 19.6	Time Other	M :30 \$5,000.00	NM	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM	
MG for 19.3 10/22			14141	
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
			1	



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

Start Date End Date Weekdays Spots/Week Rate Type Spots Amount	*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate		
20 WISN 10/22/12 10/28/12	Start Date End Date Weekdays Spots/Week		Days Length Week Rate	Type Spots	Amount
Start Date End Date Meekdays 1 Spots/Week 10/20/12 10/20/12 10/20/12 10/20/12 10/20/12 10/20/12 Casife Mon 9-10p Meekdays Length Rate Type Meek 10/20/12 11/00/12					
See No 10/28/12 10/28/12 1 1 1 1 1 1 1 1 1	Start B. L	•	:30	NM 1	\$4,000.00
WSM 10/28/12 10/48/12 11/03/12 Late News Sa 10pm 10-10/39s 130 NM 5 \$3,000.00	Week: 10/22/12 10/28/12 1 1			Į.	
Week 1008/12 1019/12	Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
Yeek 10/29/12 11/04/12 11		Mon 9-10p			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p 130 NM 5 \$3,000.00	Mark 10/20/40 44/04/40	\$4,000,00			
Start Date End Date Meekdays Spots/Neek Solution Solut					
Week: 10/08/12 10/14/12 1 1 \$600.00	Start Date End Date Weekdays Spots/Week	<u>-</u> -	:30	NM 5	\$3,000.00
Week: 10/15/12 10/21/12 1 \$500.00	144 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4				
Week: 10/23/12 10/28/12 1		\$600.00			
Week: 10/29/12 11/04/14 11/04/14 11/		\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week Rate Scots/Week Rate	10120712	\$600.00			
Start Date End Date Weekdays Spots/Week Rate Spots/Week		\$600.00	_		
Week: 10708/12 10748/12 10748/12 1 1 1 1 1 1 1 1 1	Charles East Date 1	230p-6p	:30	NM 1	\$6 500 00
Spot Ch	ODOIS) VICEN	<u>Rate</u>		, , ,	φο,500.00
1 WISN 10/08/12-10/14/12 College Football Game #2 230p-6p	01.01				
See MG 22.2 2 WISN 10/06/12-10/08/12 College Football BADGER 230p-6p				<u>Type</u>	
2 WISN 10/06/12-10/05/12 College Football BADGER 230p-6p		230p-6p	- Sa :30 \$ 6, 500.00	NM	
## Work for 22.1 10/13 23 WISN 10/06/12 11/03/12 News Sa 6p-630p		230n-6n			
Start Date	⊕ MG for 22.1 10/13	230p-op	Sa :30 \$6,500.00	NM	
Start Date End Date Weekdays Spots/Week \$500.00		6-630pm	·30		
Spot Ch	Mook: 10/04/42 40/07/42	<u>Rate</u>	.50	NIVI 8	\$8,250.00
WISN 10/01/12-10/07/12 News Sa 6p-630p Sea MG 23.6	Creat Oh D I D				
See MG 23.6 6 WISN 10/01/12-10/07/12 Late News 1030PM 1030p-11p MTuWThF: :30 \$1,350.00 NM Week: 10/08/12 10/14/121- 1 \$500.00 Spot Ch Date Range Description See MG 23.7,23.8,23.9,23.10 7 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2 8 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2 9 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/10/12-10/13/12 Prime Nascar MG MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar MG MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar MG MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 Wish 10/13/12-10/13/12 Prime Nascar MG MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 Wish 10/13/12-10/13/12 Prime Nascar MG MG for 25.2,2.4,27.1,27.2,2.3,23.2 2 Week: 10/15/12 10/21/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00	Bossiption		<u>Weekdays Length</u> Rate	Type	
6 WISN 10/01/12-10/07/12 Late News 1030PM 1030p-11p MTUWThF :30 \$1,350.00 NM WM MG for 15.1,23.1 Week: 10/08/12 10/14/121- 1 \$500.00		6-630pm	 Sa :30 \$500.00	NM	
MG for 15.1,23.1 Week: 10/08/12 10/14/121 1 \$500.00 Start/End Time G-630pm Start/End Time G-630pm Start/End Time S		1020= 11=			
Week: 10/08/12 10/14/12 1- 1 \$500.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/08/12-10/14/12 News Sa 6p-630p 6-630pm Sa :30 \$500.00 NM 5 See MG 23.72.38,23.9,23.10 10/10/12-10/12/12 Late News 1030PM 1030p-11p wThF :30 \$1,500.00 NM W MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WiSN 10/10/12-10/12/12 Late News 1030PM 1030p-11p wThF :30 \$1,500.00 NM W MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WiSN 10/10/12-10/12/12 Late News 1030PM 1030p-11p wThF :30 \$1,500.00 NM W MG for 25.2,2.4,27.1,27.2,2.3,23.2 M-Su 6-1030PM Sa :30 \$1,500.00 NM Week: 10/15/12 10/21/12 1- 1 \$500.00 Week: 10/22/12 10/28/12 1- 1 \$500.00 Week: 10/19/12 11/04/12 1- 1 \$500.00 Week: 10/19/12 11/04/12 1- 1 \$500.00 <td>(i) MG for 15.1,23.1</td> <td>1030p-11p</td> <td>мтиwThF :30 \$1,350.00</td> <td>NM</td> <td></td>	(i) MG for 15.1,23.1	1030p-11p	мтиwThF :30 \$1,350.00	NM	
Spot Ch	Mook: 10/09/10 10/14/10	\$500.00			
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p 6-630pmSa :30 \$5600.00 NM See MG 23.7,23.8,23.9,23.10 7 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11pwThF :30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 8 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11pWThF :30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 9 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11pWThF :30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar M-Su 6-1030PMSa :30 \$900.00 NM Week: 10/15/12 10/21/121 1 \$500.00 Week: 10/15/12 10/28/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00			Weekdays Langth Date	-	
See MG 23.7,23.8,23.9,23.10 7 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11pWThF :30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 8 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11pWThF :30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 9 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11pWThF :30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar M-Su 6-1030PMSa :30 \$900.00 NM Week: 10/15/12 10/21/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/09/12 11/04/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00	2 W/SN 10/08/12-10/14/12 News Sa 6p-630p				
 ★ MG for 25.2,2.4,27.1,27.2,2.3,23.2 ★ WISN 10/10/12-10/12/12 Late News 1030PM ★ MG for 25.2,2.4,27.1,27.2,2.3,23.2 ★ WISN 10/10/12-10/12/12 Late News 1030PM ★ MG for 25.2,2.4,27.1,27.2,2.3,23.2 ★ MG for 25.2,2.4,27.1,27.2,2.3,23.2 ★ MG for 25.2,2.4,27.1,27.2,2.3,23.2 ★ WISN 10/13/12-10/13/12 Prime Nascar ★ MG for 25.2,2.4,27.1,27.2,2.3,23.2 ★ Week: 10/15/12 10/21/121 1 \$500.00 ★ Week: 10/22/12 10/28/121 1 \$500.00 ★ Week: 10/29/12 11/04/121 1 \$500.00 ★ Week: 10/29/12 11/04/121 1 \$500.00 ★ Week: 10/29/12 11/04/121 1 \$500.00 ★ Week: 10/29/12 11/03/12 Sa 458-6a 456-6AM :30 ★ Weekdays Spots/Week Rate 	See MG 23.7,23.8,23.9,23.10	- 1	54 .50 4500.00	ININI	
8 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11pWThF :30 \$1,500.00 NM 9 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11pWThF :30 \$1,500.00 NM WG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar M-Su 6-1030PMSa :30 \$900.00 NM Week: 10/15/12 10/21/121 1 \$500.00 Week: 10/22/12 10/28/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 Week: 10/29/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Week: 10/09/13 12 10/08/13 10 NM 4 \$800.00	/ WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1.500.00	NM	
 ★ MG for 25.2,2.4,27.1,27.2,2.3,23.2 9 WISN 10/10/12-10/12/12 Late News 1030PM ★ MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar ★ MG for 25.2,2.4,27.1,27.2,2.3,23.2 ★ MG for 25.2,2.4,27.1,27.2,2.3,23.2 ★ Week: 10/15/12 10/21/121 1 \$500.00 ★ Week: 10/22/12 10/28/121 1 \$500.00 ★ Week: 10/29/12 11/04/121 1 \$500.00 ★ Wisn 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 ★ Week: 10/09/13 10/13/12 11/04/121 1 \$500.00 	W MG for 25.2,2.4,27.1,27.2,2.3,23.2				
9 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11pwThF :30 \$1,500.00 NM (*) MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar M-Su 6-1030PMSa :30 \$900.00 NM Week: 10/15/12 10/21/121 1 \$500.00 Week: 10/22/12 10/28/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 24 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Week: 10/09/13 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00	M MG for 25.2.2.4.27.4.27.2.2.2.2.2.2.2	1030p- 1 1p	WThF :30 \$1,500.00	NM	
	9 WISN 10/10/12-10/12/12 Late Nove 1020DM	4000			
10 WISN 10/13/12-10/13/12 Prime Nascar M-Su 6-1030PMSa :30 \$900.00 NM Week: 10/15/12 10/21/121 1 \$500.00 Week: 10/22/12 10/28/121 1 \$500.00 Week: 10/29/12 11/04/121 1 \$500.00 24 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Week: 10/09/13 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00	(b) MG for 25.2.2.4.27 1 27 2 2 3 23 2	1030p-11p	WThF :30 \$1,500.00	NM	
(f) MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/21/12 1- 1 \$500.00 Week: 10/22/12 10/28/12 1- 1 \$500.00 Week: 10/29/12 11/04/12 1- 1 \$500.00 24 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Week: 10/09/13 10/09/13 MM 4 \$800.00	10 WISN 10/13/12-10/13/12 Prime Nascar	M_Qu & 1020054			
Week: 10/15/12 10/21/12 1- 1 \$500.00 Week: 10/22/12 10/28/12 1- 1 \$500.00 Week: 10/29/12 11/04/12 1- 1 \$500.00 24 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Week: 10/09/13 10/14/19 Weekdays Spots/Week Rate Rate	MG for 25.2,2.4,27.1,27.2,2.3.23.2	M-90 0-1030-M	5a :30 \$900.00	NM	
Week: 10/22/12 10/28/12 1- 1 \$500.00 Week: 10/29/12 11/04/12 1- 1 \$500.00 24 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Week: 10/09/13 40/44/19 Weekdays Spots/Week Rate	Week: 10/15/12 10/21/121- 1	\$500 nn			
Week: 10/29/12 11/04/12 1- 1 \$500.00 24 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Week: 10/09/13 40/44/19 Weekdays Spots/Week Rate Rate					
24 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Week: 10/09/13 10/14/19 Weekdays Spots/Week Rate					
Start Date End Date Weekdays Spots/Week Rate	24 WISN 10/13/12 11/03/12 Sa 458-6a		•30		
	Start Date End Date Weekdays Spots/Week		.50	NM 4	\$800.00
		\$200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bilts are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bilts rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst Television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

10/18/12 / 10/18/12



Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Other Lead	Spots/		, <u>, </u>
	Start/End Time	Days Length Week Rate	Type Spots	Amount
Week: 10/15/12	<u>Rate</u> \$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 4	00.00
Start Date End Date Weekdays Spots/Week	Rate		NM 4	\$2,800.00
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/08/12	\$700.00			
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time 6-630pm	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	0-03 <i>0</i> pm	Sa :30 \$700.00	NM	
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000,00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u>		1414	\$3,000.00
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00 \$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30		
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 0	\$0.00
Week: 10/15/12 10/21/121- 1	\$500.00			
<u>Spot Ch </u>	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	630p-7p	- 5a :30 \$500.00	NM	
Week: 10/22/12 10/28/120	\$0.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 W/SN 10/29/12-11/04/12 SA 630-7p	630p-7p	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10				
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM 3	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate			42,000.00
Spot Ch Date Range Description	\$1,000.00 Start/End Time	Management of the second		
1 W/SN 10/08/12-10/14/12 Sat 630-7p	630-7p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$1,000.00	Type	
See MG 28.3,28.4	000 / p	- Sa :30 \$1,000.00	NM	
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30 \$500.00	NM	
® MG for 28.1 10/13		***************************************		
4 WISN 10/16/12-10/19/12 Jimmy Kimmel ⊕ MG for 28.1 10/13	1130-1230a	-TuWThF :30 \$500.00	NM	
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/121- 1	\$1,000.00			
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal	7-1030n	200		
Start Date <u>End Date</u> <u>Weekdays</u> Spots/Week	Rate	:30	NM 3	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$1,000.00			
Week: 10/08/12 10/14/12 0	\$0.00		•	
Week: 10/15/12 10/21/122- 2	\$1,000.00		ļ	
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM 4	\$1,800.00
				\$1,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

10/18/12 / 10/18/12



Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33 Advertiser Original Date / Revision

Democratic Senatorial Ca

				D011		enatonal Ca		10/10/12	, / IV	110/12
	Spots/									
*Line Ch Start			on	Start/End Time	Days	Length We		TypeS	Spots	Amount
Start Date	-		Spots/Week	Rate	****			.,,,,,	poto	Amount
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1-	1	\$450.00				I		
Week: 10/29/12	10/28/12	1-	1	\$450.00						
****	11/04/12	1-	1	\$450.00						
31 WISN 10/07				10p-1030p		:30		NM	5	\$8,850.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate					-	40,000.00
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
	ate Range	<u>Descriptio</u>		\$1,600.00 Start/End Time	Manteda.					
2 WISN 10		4/12 Late News		10p-1030p	Weekday		Rate	<u>Type</u>		
See MG 3	31.6		•	10μ-1030μ		- Sι :30	\$1,600.00	NM		
_6 WISN 10	0/15/12-10/18	5/12 World Nev	vs Tonight	M-Su 530-6p	M	: :30	\$2,450.00	NM		
			•	'		.00	Ψ2,430.50	INIV		
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate						45,550.00
Week: 10/15/12	10/14/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00 \$950.00						
33 WISN 10/14	/12 11/04/									
Start Date	End Date	Weekdays	Spots/Week	458-6AM Rate		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	 1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/				530-6p		:30	·····	NM	5	\$2,500.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	Rate				14141	5	φ2,500.00
Week: 10/08/12	10/07/12	<u>-</u> 1	1	\$500.00						
Week: 10/05/12	10/14/12	1 1	1	\$500.00						
Week: 10/22/12	10/21/12	- -1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00 \$500.00						
35 WISN 10/07/			1							
Start Date	End Date	Weekdays	Spots/Week	6-7a <u>Ra</u> te		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	 1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				1		
Week: 10/15/12	10/21/12	1	1	\$400.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	11	\$400.00						
36 WISN 10/21/				Sun 7-8p		:30		NM	1	#2 E00 00
<u>Start Date</u> Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	Rate				1.4161	'	\$2,500.00
T-04.	10/21/12	1	1	\$2,500.00						
37 WISN 10/07/ Start Date				7-9am		:30		NM	5	\$2,000.00
Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	Rate					-	\$2,000,00
	19701712	-1	ı	\$400.00						

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10/18/12 / 10/18/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

		Transcriptional Ca		10710712	, ,	// 10/12
thing Ob Or ID I To		Spo				
*Line Ch Start Date End Date Description	Start/End Time			Type Sp	ots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	<u>Rate</u> \$400.00				****	
Week: 10/15/12 10/21/121	\$400.00 \$400.00			i		
Week: 10/22/12 10/28/121	\$400.00 \$400.00					
Week: 10/29/12 11/04/121 1	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George St		:30			_	
Start Date End Date Weekdays Snots Meek	Rate	.50		NM	2	\$2,000.00
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/12 0	\$1,000.00					
Wester 40/00/40	\$0.00					
Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121 1	\$0.00					
39 WISN 10/09/12 10/23/12 DanceResults	\$1,000.00			***		
Start Date End Date Weekdays Spots/Week	Tue 7-8p	:30		MM	3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	<u>Rate</u> \$5,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Tuno		
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu: :30	\$5,000,00	<u>Type</u> NM		
See MG 39.3,39.4			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,		
3 WISN 10/08/12-10/14/12 DWTS Results ⊕ MG for 40.2,39.1	Tue 8-9p	-Tu: :30	\$5,000.00	NM		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tuo 7 0m	70				
(h) MG for 40.2,39.1	Tue 7-8p	-Tu: :30	\$2,500.00	NM		
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 -1 1	\$5,000.00			i		
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30		NM		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12	<u>Rate</u>	.00		IAIM	1	\$2,500.00
	\$2,500.00			I		
Spot Ch Date Range Description 1 W/SN 10/01/12-10/07/12 HappyEnd	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 40.3	Tue 8-9p	-Tu:30	\$ 2,5 00.00	NM		
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu: :30	\$ 2,500.00	0.014		
① See MG 40.4		50	\$2,000.00	NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM		
			ŕ			
Spot Ch Date Range Description	\$2,500.00					
2 WISN 10/08/12-10/14/12 HappyEnd	<u>Start/End Time</u> Tue 8-9p	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 39.3,39.4	rue 0-9p	-Tu: :30	\$ 2,500.00	NM		
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	.20				
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	2	\$4,400.00
vveek: 10/01/12 10/07/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Тур</u> е		
1 W/SN 10/01/12-10/07/12 PrivatePractice See MG 41.4	Tue 9-10p	-Tu: :30	\$ 2,200.00	NM		
4 WISN 10/01/12-10/07/12 Scandal	Thu 0 40:					
⊕ MG for 41.1 10/02	Thu <i>9</i> -10p	Th :30	\$2,200.00	NM		
Week: 10/08/12 10/14/12 0	\$0.00					
Week: 10/15/12 10/21/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Typ</u> e		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu:30	\$2,200.00	NM		
Credited			,			

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Contract / Revision Alt Order # 939457 / 9 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

Start Date End Date Weekdays Spots/Week Sale Spots/Week Spots Spots Spots/Week Spots Spots Spots/Week Spots Spots/Week Spots Spots Spots Spots Spots Spots Spots/Week Spots	*Line Ch Start Date End Date Description	Start/End Time	Spots/	T 0	
Week: 10728/12 10728/12 -1 0 \$0.00			Days Length Week Rate	Type Spots	Amount
A2 WISN 10/16/12 10/30/12 Waekdays SpotsWeek Siart Date SpotsWeek Siart Date SpotsWeek	Week: 10/22/12 10/28/12 0	\$0.00			
Siart Date End Date Meekdays Solst-Week Salot On Start/End Time Salot Ch Date Rance Description Start/End Time Tue B-9p					
Sact Ch Date Range Description Tue Sact Ch Tue Sact Ch Date Range Description Tue Sact Ch Tue Tue Sact Ch Tue Tue Sact Ch Tue		·	:30	NM 2	\$6,000.00
1 M/ISN 10/15/12-10/21/12 10/28/12 -1 1 \$3,000.00 S3,000.00 S3,000.00 S3,000.00 S3,000.00 S4,000.00	Week: 10/15/12 10/21/12 -1 1	\$3,000.00		ĺ	
Credited Week: 10/22/12 10/28/12 -1 1 \$3,000.00 \$3,0					
Week: 10/29/12 11/04/12 1-1 1 \$3,000.00		тие в-эр	-1u :30 \$3,000.00	NM	
1	·	•			
Start Date End Date Weekdays SpotsWeek Rate \$7,000.00	· · · · · · · · · · · · · · · · · · ·				
Week: 10/22/12 10/22/12 ABC Prime College Footbal Vision V		• •	:30	NM 1	\$7,000.00
Start Date End Date Weekdays Spots/Week Start Date Start D					
Start Late End Date Weekdays Spots/Week Rate Start Date Meek 10/12/12 10/28/12 10/28/12 Sun 9-930A 9-930A 30 NM 2 \$450.00		l 7-1030p	:30	NM 2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A 30 NM 2 \$450.00					
Start Date End Date Week: 10/22/12 10/28/12 10/22/12 General Hospital 2-3pm/1-2p :30 NM 1 \$350.00			•30		* 450.00
A6 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p 330 NM 1 \$350.00	Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	IVIVI Z	\$450.00
Start Date End Date Weekdays 11/05/12 11/05/1					
Meek: 10/22/12 10/28/12 1 1 \$350.00			:30	NM 1	\$350.00
Start Date End Date Meekdays Spots/Week \$350.00	Week: 10/22/12 10/28/12 1 1				•
Week: 11/05/12 11/11/12 -1 1 \$350.00	•	2-3pm/1-2p	:30	NM 1	\$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM 4 \$6,400.00					
Start Date Color	48 WISN 10/15/12 11/05/12 Late News 10PM	***************************************	:30	NM 4	¢6 400 00
Week: 10/22/12 10/28/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 1 1 \$1,600.00 Week: 11/05/12 11/11/12 1 1 \$1,600.00 49 WISN 10/15/12 11/05/12 The View 10-11am :30 NM 4 \$2,000.00 Start Date Week: 10/15/12 End Date 10/21/12 Weekdays 10/21/12 Spots/Week Rate 10/20/12 Rate 10/22/12 NM 4 \$2,000.00 Week: 10/29/12 10/28/12 1 1 \$500.00 10 <td></td> <td><u>Rate</u></td> <td>.00</td> <td>16101</td> <td>\$0,400.00</td>		<u>Rate</u>	.00	16101	\$0,400.00
Week: 10/29/12 11/04/12 1 1 \$1,600.00 Week: 11/05/12 11/11/12 1 1 \$1,600.00 49 WISN 10/15/12 11/05/12 11/05/12 The View Start Date Weekdays 10/21/12 10-11am :30 NM 4 \$2,000.00 Week: 10/25/12 10/28/12 10/21/12 The View S500.00 NM 4 \$2,000.00 Week: 10/29/12 11/05/12 11/05/12 11/05/12 11/06/12 1 1 \$500.00 5500.00 Start Date Week: 11/05/12 11/05/12 ANDERSON COOPER Week: 11/05/12 11/05/12 11/05/12 ANDERSON COOPER Week: 11/05/12 11		•			
49 WISN 10/15/12		•			
Start Date End Date Weekdays Spots/Week Rate S500.00	Week: 11/05/12 11/11/12 1 1	\$1,600.00			
Week: 10/15/12 10/21/12 1 1 \$500.00 Week: 10/29/12 10/28/12 1 1 \$500.00 Week: 10/29/12 11/04/12 1 1 \$500.00 50 WISN 11/05/12 11/11/12 1 1 \$500.00 50 WISN 11/05/12 11/05/12 The View 10-11am :30 NM 1 \$500.00 51 WISN 10/15/12 11/11/12 1 \$500.00 NF 11A-12P :30 NM 4 \$900.00 51 WISN 10/15/12 11/05/12 ANDERSON COOPER Neek M-F 11A-12P :30 NM 4 \$900.00 Week: 10/15/12 10/21/12 1 1 \$225.00 Week: 10/22/12 10/28/12 1 1 \$225.00 Week: 11/05/12 11/05/12 11/04/12 1 1 \$225.00 Week: 11/05/12 11/11/12 1 1 \$225.00			:30	NM 4	\$2,000.00
Week: 10/22/12 10/28/12 1 1 \$500.00 Week: 10/29/12 11/04/12 1 1 \$500.00 Week: 11/05/12 11/11/12 1 1 \$500.00 50 WISN 11/06/12 11/06/12 The View Start Date Weekdays Spots/Week Pate Start Date Weekdays Spots/Week Pate Start Date Weekdays Start Date Weekdays Start Date Weekdays Start Date Weekdays Spots/Week Pate Start Date Weekdays Start Date Weekdays Start Date Start					
Week: 11/05/12 11/11/12 1 1 \$500.00 50 WISN 11/06/12 11/06/12 The View Start Date Weekdays Spots/Week Taste Storn Date Weekdays Storn Date Start Date Start Date Week 11/05/12 10-11am Storn Stor	Week: 10/22/12 10/28/12 1 1				
50 WISN 11/06/12 11/06/12 The View Start Date Weekdays Spots/Week Rate \$500.00 Start Date Week: 11/05/12 11/11/12	• • • • • • • • • • • • • • • • • • • •				
Start Date Week: 11/05/12 End Date 11/11/12 Weekdays 2 -1 Spots/Week 5500.00 Rate \$500.00 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P Meekdays Start Date Weekdays Spots/Week Rate 10/15/12 30 NM 4 \$900.00 Week: 10/15/12 10/21/12 1 1 \$225.00 NM 4 \$900.00 Week: 10/22/12 10/28/12 1 1 \$225.00 \$225.00 \$225.00 Week: 10/05/12 11/104/12 1 1 \$225.00 \$225.00 Week: 11/05/12 11/11/12 1 1 \$225.00					
Week: 11/05/12 11/11/12 -1 1 \$500.00 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM 4 \$900.00 Start Date Veek: 10/15/12 End Date Veekdays Spots/Week Rate Veek: 10/21/12 1 \$225.00 Week: 10/22/12 10/28/12 1 1 \$225.00 Week: 10/29/12 11/04/12 1 1 \$225.00 Week: 11/05/12 11/11/12 1 1 \$225.00	Start Date End Date Weekdays Spots/Week		:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$225.00 Week: 10/22/12 10/28/12 1 1 \$225.00 Week: 10/29/12 11/04/12 1 1 \$225.00 Week: 11/05/12 11/11/12 1 1 \$225.00	Week: 11/05/12 11/11/12 -1 1				
Week: 10/15/12 10/21/12 1 \$225.00 Week: 10/22/12 10/28/12 1 \$225.00 Week: 10/29/12 11/04/12 1 \$225.00 Week: 11/05/12 11/11/12 1 \$225.00 Week: 11/05/12 11/11/12 1 \$225.00			:30	NM 4	\$900.00
Week: 10/22/12 10/28/12 1 1 \$225.00 Week: 10/29/12 11/04/12 1 1 \$225.00 Week: 11/05/12 11/11/12 1 1 \$225.00					
Week: 11/05/12 11/11/12 1 1 \$225.00					
422.00		-			
52 WISN 10/29/12 11/05/12 3-4p 3-4p :30 NM 2 \$1,000.00	52 WISN 10/29/12 11/05/12 3-4p		120		
52 WISN 10/29/12 11/05/12 3-4p 3-4p :30 NM 2 \$1,000.00 <u>Start Date End Date Weekdays Spots/Week Rate</u>		•	:30	NM 2	\$1,000.00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

						Spots/	,			
	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					7	
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$500.00						
				\$500.00						
53 WISN 11/06 Start Date			C4-00/1-	3-4p		:30		NM	1	\$500.00
Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$500.00						
54 WISN 10/29				4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$600.00						
			•	\$600.00	-					
55 WISN 10/15				5-530pm		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	. i	\$1,000.00				i i		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5.5.2	5-6A		-20		A D. 4		
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08	/12 11/05/ ⁻	12 News M-F	[:] 6p	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					Ū	Ψο,οοο.οο
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,200.00						
			<u> </u>	\$1,200.00						
58 WISN 10/15 Start Date			· ·	6-7A		:30		NM	4	\$4,000.00
Week: 10/15/12	<u>End Date</u> 10/21/12	Weekdays 1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				1		
Week: 10/29/12	11/04/12	1	i 1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06	/12 11/06/-	12 News M-F	6a	6-7A		:30		NM	a	£4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22	/12 11/05/	2 Entertainn	nent Tonight	630p-7pm		:30	***************************************	NM	2	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		1 4141	3	Ψ4,000.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08			ning America	7-9a	············	:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,000.00						
Week: 10/22/12	11/04/12	1	1	\$1,000.00						
**CCN. 10/23/12	11/04/12	T	I	\$1,000.00						



Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/18/12 Democratic Senatorial Ca / 10/18/12

Totals

351

\$321,300.00

*Line Ch Start Date End Date Description	Start/End Time	Spots/	D-4- T	0	
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week	Rate Type	Spots	Amount
Week: 11/05/12 11/11/12 1 1	\$1,000.00				
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$1,000.00			·	+ 1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	Rate				, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/22/12 10/28/12 1 1	\$450.00 \$450.00				
Week: 10/29/12 11/04/12 1 1	\$450.00 \$450.00				
Week: 11/05/12 11/11/12 1 1	\$450.00				
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	100	14191	'	\$1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00				
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p	:30	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1,500.00				•
66 WISN 10/04/12 10/04/12 LastResort					
Start Date End Date Weekdays Spots/Week	Thu 7-8p Rate	:30	NM	1	\$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00				
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1117		\$350,00
Week: 10/01/12 10/07/12TF 1	\$350.00				
68 WISN 10/06/12 10/06/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 S- 1	<u>Rate</u> \$250.00				
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	.20			
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$200.00
Week: 10/01/12 10/07/12S 1	\$200.00				
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				Ψ000.00
Week: 10/01/12	\$400.00				
71 WISN 10/04/12 10/05/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 1	<u>Rate</u> \$1,500.00				
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	.20	44.0		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$250.00
Week: 10/01/12 10/07/12S- 1	\$250.00				
				L	

of Spots Time Period **Gross Amount** Net Amount 10/01/12 -10/28/12 251 \$232,100.00 \$197,285.00 10/29/12 -11/06/12 100 \$89,200.00 \$75,820.00 Totals 351 \$321,300.00 \$273,105.00

(* Line Transactions: N = New, E = Edited, D = Deleted)



	Contract / Revisio 939457 /	<u>n Alt Order #</u> 9 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	<u>Estimate #</u> 1533
Advertiser Democratic Senatorial Ca		Original Date / Revision 10/18/12 / 10/18/12

Signature: Date: _	
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CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 1 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/24/12 / 10/24/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office Will Hildebrandt WISN HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

*Line Ch Start Date End Date Description	0.5	Spots/		
	Start/End Time	y	Type Spots	Amount
1 WISN 10/02/12 11/02/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30	NM 10	\$3,500.00
Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$350.00			
Week: 10/08/12	\$350.00			
Week: 10/15/12	\$350.00			
Week: 10/22/12	\$350.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00			
N 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM 12	610 200 00
Start Date End Date Weekdays Spots/Week	Rate		14141	\$19,200.00
Week: 10/01/12 10/07/12 -TWTF 2	\$1,600.00			
Week; 10/08/12 10/14/12 -TWTF 2	\$1,600.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
3 WISN 10/08/12-10/14/12 Late News 10PM See MG 23.7,23.8,23.9,23.10	10-1030p	-TuWThF :30 \$ 1,600.00	NM	
4 WISN 10/08/12-10/14/12 Late News 10PM	40.4000		1	
See MG 23.7,23.8,23.9,23.10	10-1030p	-TuWThF :30 \$ 1,600.00	NM	
Week: 10/15/12 10/21/12 -TWTF 4	\$1,600.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$1,600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	T	
10 W/SN 10/22/12-10/28/12 Late News 10PM	10-1030p	Weekdays Length Rate -TuWThF :30 \$1,600.00	<u>Type</u> NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3		.50 \$1,000.00	IVIVI	
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00			
N 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM 10	SE 000 00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	,	10	\$5,000.00
Week: 10/01/12	\$500.00			
Week: 10/08/12 10/14/12 -TWTF 2	\$500.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays Length Rate</u>	<u>Type</u>	
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View	40.44			
See MG 11.15,11.16,11.17	10-11am	-TuWThF :30 \$500.00	NM	
Week: 10/15/12 10/21/12 -TWTF 3	\$500.00			
			•	

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Alt Order #

06262067

Estimate #

1533



Contract / Revision 939457 / 10 Contract Dates Product 10/02/12 - 11/06/12 DSCC-IE

> Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeSpots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Spot Ch Date Range Description 5 W/SN 10/15/12-10/21/12 The View	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	10-11am	-TuWThF :30 <i>\$500.00</i>	NM	
7 WISN 10/15/12-10/21/12 The View	4. 14 10-11am	-TuWThF :30 \$500.00		
See MG 5.9,5.10,5.11	10-114/11	-TuwThF :30 \$50 0.00	NM	
Week: 10/22/12	\$500.00			
Week: 10/29/12	\$500,00			
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM 5	£4 750.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	14141	\$4,750.00
Week: 10/01/12	\$950.00			
Week: 10/08/12	\$950.00			
Week: 10/15/12	\$950.00			
Week: 10/29/12 11/04/12 -TWTF 1	\$950.00			
	\$950.00			
0. 15 1 5 15	11p-1130p	:30	NM 9	\$8,150.00
Week: 10/01/12	<u>Rate</u> \$750.00			
Week: 10/08/12	\$750.00			
Week: 10/15/12	\$750.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuwThF :30 \$750.00	NM	
See MG 5.9, 5.10, 5.11				
4 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuwThF :30 \$750.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 9 WISN 10/21/12-10/21/12 World News Tonight				
(b) MG for 3.7,13.6,13.7,5.3	*Sun 5-530p	St :30 \$1,500.00	NM	
10 WISN 10/28/12-10/28/12 World News Tonight	*Sun 5-530p	St :30 \$1,500.00	A I A A	
(h) MG for 3.7,13.6,13.7,5.3	оч с соор	St :30 \$1,500.00	NM	
11 WISN 10/21/12-10/21/12 News Sun 7-9a	7-9am	St :30 \$650.00	NM	
⊕ MG for 3.7,13.6,13.7,5.3				
Week: 10/22/12 10/28/12 -TWTF 2	\$750.00			
Week: 10/29/12 11/04/12 -TwTF 2	\$750.00			
6 WISN 10/02/12 11/02/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 14	\$3,150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TwTF 2	Rate			40,100.00
Week: 10/01/12	\$225.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$225.00 \$225.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$225.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$225.00			
7 WISN 10/09/12 11/02/12 THE CHEW	12P-1P	.20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 8	\$2,400.00
Week: 10/08/12	\$300.00			
Week: 10/15/12	\$300.00			
Week: 10/22/12 10/28/12 -TWTF 2	\$300.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$300.00			
8 WISN 10/02/12 11/02/12 KATIE COURIC	M-F 2-3P	:30	NM 10	\$4,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Ψ-,υυυ.υυ
Week: 10/01/12	\$400.00			
Week: 10/08/12	\$400.00			

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Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 Democratic Senatorial Ca / 10/24/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -TwTF 2	Rate				
Week: 10/15/12 10/21/12 -TwTF 2 Week: 10/22/12 10/28/12 -TwTF 2	\$400.00		į		
Week: 10/29/12 11/04/12 -TWTF 2	\$400.00 \$400.00		[
9 WISN 10/02/12 11/02/12 3-4p					
Start Date End Date Weekdays Spots/Week	3-4p	:30	NM	10	\$5,000.00
Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$500.00		i i		
Week: 10/08/12	\$500.00		- 1		
Week: 10/15/12	\$500.00				
Week: 10/22/12	\$500.00				
Week: 10/29/12	\$500.00				
10 WISN 10/02/12 11/02/12 DR. OZ	4P-5P	:30	NM	10	£5,000,00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	10	\$6,000.00
Week: 10/01/12	\$600.00				
Week: 10/08/12	\$600.00				
Week: 10/15/12 10/21/12 -TWTF 2	\$600.00				
Week: 10/22/12 10/28/12 -TWTF 2	\$600.00				
Week: 10/29/12 11/04/12 -TWTF 2	\$600.00				
N 11 WISN 10/02/12 11/02/12 News M-F 5p	5-530pm	:30	NM	14	\$15,200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				4.0,200.00
Week: 10/01/12	\$1,000.00				
	\$1,000.00				
Spot Ch Date Range Description 3 WISN 10/08/12-10/14/12 News M-F 5p	Start/End Time	Weekdays Length Rate			
See MG 11.15,11.16,11.17	5-530pm	-TuWThF :30 \$ 1,000.0 0	NM		
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00			
See MG 11.15,11.16,11.17	О обории	-TuWThF :30 \$1,000.00	NM		
15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th :30 \$3,000.00	NM		
			1 4141		
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	 -Sa :30 \$700.00	NM		
MG for 13.5,11.3,11.4,3.4,3.3					
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30 \$500.00	NM		
MG for 13.5,11.3,11.4,3.4,3.3					
Week: 10/15/12 10/21/12 -TwTF 3 Week: 10/22/12 10/28/12 -TwTF 3	\$1,000.00				
Week: 10/22/12 10/28/12 -TwTF 3 Spot Ch Date Range Description	\$1,000.00		i		
9 W/SN 10/22/12-10/28/12 News M-F 5p	Start/End Time	Weekdays Length Rate			
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	5-530pm	-TuWThF :30 \$ 1,000.0 0	NM		
Week: 10/29/12 11/04/12 -TwTF 3	4. 74 \$1,000.00				
12 WISN 10/02/12 11/02/12 News M-F 5a					
Start Date End Date Weekdays Spots/Week	5-6A <u>Rate</u>	:30	NM	15	\$5,250.00
Week: 10/01/12 10/07/12 -TWTF 2	\$350.00				
Week: 10/08/12	\$350.00				
Week: 10/15/12	\$350.00				
Week: 10/22/12	\$350.00		ļ		
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00				
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM	10	\$12,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	. INIVI	10	\$12,000.00
Week: 10/01/12	\$1,200.00				
Week: 10/08/12	\$1,200.00				

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Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

		Spot	ts/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	k Rate	Type S _t	ots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Mookdown	D-1			
5 W/SN 10/08/12-10/14/12 News M-F 6p	6-630pm	Weekdays Length -TuWThF :30	Rate \$1,200,00	<u>Type</u> NM		
See MG 11.15,11.16,11.17	о осори.	.30	\$ 1,200.00	IVIVI		
Week: 10/15/12 10/21/12 -TWTF 3	\$1,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u> Type</u>		
6 WISN 10/15/12-10/21/12 News M-F 6p See MG 5.9,5.10,5.11	6-630pm	-TuWThF :30	\$1,200.00	NM		
7 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30	\$1,200.00	NM		
See MG 5.9,5.10,5.11	•		\$1,200.00	, , , , ,		
8 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30	\$1,200.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/22/12 10/28/12 -TWTF 3						
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00 \$1,200.00					
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	-20				
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	15	\$15,000.00
Week: 10/01/12	\$1,000.00					
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00					
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00					
Week: 10/22/12	\$1,000.00			•		
	\$1,000.00					
a	630p-7pm	:30		NM	8	\$6,800.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u> Ty</u> pe		
1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuwThF :30	\$850.00	NM		
See MG 23.6						
Week: 10/08/12 10/14/12 -TWTF 2 Spot Ch Date Range Description	\$850.00					
Spot Ch Date Range Description 4 WISN 10/08/12-10/14/12 Entertainment Tonight	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
See MG 31.6	630 <i>p-7pm</i>	-TuWThF :30	\$850.00	NM		
Week: 10/15/12 10/21/12 -TWTF 3	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Ту</u> ре		
6 W/SN 10/15/12-10/21/12 Entertainment Tonight	630p-7pm	-TuWThF :30	\$850.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/22/12 10/28/12 -TWTF 2						
Week: 10/22/12	\$850.00					
8 WISN 10/22/12-10/28/12 Entertainment Tonight	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	630p-7pm 114	-TuWThF :30	\$850.00	NM		
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00					
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	· · · · · · · · · · · · · · · · · · ·	NM	21	£21 000 00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			14141	21	\$21,000.00
Week: 10/01/12	\$1,000.00					
Mode 40/45/49 40/04/49	\$1,000.00					
Week: 10/15/12 10/21/12 -1WTF 4 Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00 \$1,000.00					
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00					
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	.00				
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	14	\$6,300.00
Week: 10/01/12	\$450.00					
				l.		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Original Date / Revision

/ 10/24/12

10/24/12

NM

8

\$8,250.00



23 WISN 10/06/12

Week: 10/01/12

News Sa 6p-630p

Spots/Week

11/03/12

Start Date End Date Weekdays

10/07/12

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812
 Contract / Revision
 Alt Order #

 939457 / 10
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 -TWTF--\$450.00 2 Week: 10/15/12 10/21/12 -TWTF--3 \$450.00 Week: 10/22/12 10/28/12 -TWTE--3 \$450.00 Week: 10/29/12 11/04/12 -TWTF--4 \$450.00 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM \$3,000.00 Start Date **End Date** Spots/Week <u>Weekdays</u> Rate Week: 10/22/12 10/28/12 ----1--\$3,000.00 WISN 10/08/12 19 11/05/12 Prime Other :30 NM \$20,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/08/12 10/14/12 \$5,000.00 1 Week: 10/15/12 10/21/12 1 \$5,000.00 Week: 10/22/12 10/28/12 1 \$5,000.00 Spot Ch Date Range **Description** Start/End Time <u>Weekdays</u> Length Rate Type 3 WISN 10/22/12-10/28/12 Prime Other M-----:30 \$5.000.00 NM See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing Mon 7-8p M-----:30 \$5,000.00 NM (f) See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/29/12 11/04/12 1----1 \$5,000.00 Week: 11/05/12 11/11/12 1 \$5,000.00 20 WISN 10/22/12 10/29/12 Castle Mon 9-10p :30 NM \$0.00 Start Date Weekdays Spots/Week End Date Rate Week: 10/22/12 10/28/12 1 \$4,000.00 Spot Ch Date Range Description Start/End Time Length <u>Weekdays</u> Rate Type 1 WISN 10/22/12-10/28/12 Castle Mon 9-10p \$4.000.00 :30 NM Credited Week: 10/29/12 11/04/12 1 \$4,000.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length <u>Type</u> Rate 2 WISN 10/29/12-11/04/12 Castle 1 4 1 Mon 9-10p \$4,000.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM \$3,000.00 Start Date End Date Weekdays 4 1 Spots/Week Rate Week: 10/01/12 10/07/12 \$600.00 1 Week: 10/08/12 10/14/12 ----1-1 \$600.00 Week: 10/15/12 10/21/12 ----1-1 \$600.00 Week: 10/22/12 10/28/12 ----1-\$600.00 Week: 10/29/12 11/04/12 ----1-\$600.00 22 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM \$6,500.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/08/12 10/14/12 \$6,500.00 Spot Ch Date Range Description Start/End Time **Weekdays** Length Rate <u>Type</u> 1 WISN 10/08/12-10/14/12 College Football Game #2 -----Sa--230p-6p :30 \$6.500.00 NM 2 WISN 10/06/12-10/06/12 College Football BADGER 230p-6p -----Sa--:30 \$6,500.00 NM MG for 22.1 10/13

Advertiser

Democratic Senatorial Ca

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:30

6-630pm

Rate

\$500.00

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	Contract / Revision	Alt Order #
	939457 / 10	0 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date End Date Weekdays Spots/Week</u> <u>Spot Ch Date Range Description</u>		Michigan		
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	Start/End Time 6-630pm	<u>Weekdays Length Rate</u> Sa :30 \$500.00	<u>Tvpe</u>	
See MG 23.6	о осории	.30 \$300.0 \$	NM	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
MG for 15.1,23.1 Week: 10/08/12	PF00.00			
Spot Ch Date Range Description	\$500.00 <u>Start/E</u> nd Time	Weekdays Length Rate	_	
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	<u>Weekdays</u> <u>Length</u> <u>Rate</u> sa :30 \$500.00	<u>Type</u> NM	
See MG 23.7,23.8,23.9,23.10		ουου συσοου	14141	
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThE :30 \$1,500,00		
MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030р-11р	WThF :30 \$1,500.00	NM	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2			1 1	
10 WISN 10/13/12-10/13/12 Prime Nascar → MG for 25.2,2.4,27.1,27.2,2.3,23.2	M-Su 6-1030PM	Sa :30 \$900.00	NM	
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate			\$500.00
Week: 10/15/12 10/21/121- 1	\$200.00 \$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 3	00 400 00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	NM 3	\$2,100.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12	\$700.00			
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time	Weekdays Length Rate	<u>Түре</u>	
See MG 23.7,23.8,23.9,23.10	6-630pm	- Sa :30 \$700.00	NM	
Week: 10/15/12 10/21/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/15/12-10/21/12 News Sa 6p-630p	6-630pm	Sa :30 \$700.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 Week: 10/22/12 10/28/121- 1				
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	\$700.00			
Start Date End Date Weekdays Spots/Week	6-7a <u>R</u> ate	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$600.00			
	\$600.00			
27 WISN 10/20/12 11/03/12 SA 630-7p Start Date End Date Weekdays Spots/Week	630p-7p	:30	NM 0	\$0.00
Week: 10/15/12	<u>Rate</u> \$500.00			
			ı	

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Alt Order# Contract / Revision 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 1 W/SN 10/15/12-10/21/12 SA 630-7p See MG 23.7,23.8,23.9,23.10	<u>Rate</u> <u>Start/End Time</u> 630 <i>p-7p</i>	Weekdays Length Rate Sa :30 \$500.00	Type NM	
Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121- 1 Spot Ch Date Range Description 2 W/SN 10/29/12-11/04/12 SA 630-7p See MG 23.7,23.8,23.9,23.10	\$0.00 \$500.00 <u>Start/End Time</u> 630 <i>p-7p</i>	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$500.00	<u>Type</u> NM	
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM 3	\$2,000.00
Start Date Week:End Date 10/08/12Weekdays 10/14/12Spots/Week111	<u>Rate</u> \$1,000.00			Ψ2,000.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/08/12-10/14/12 Sat 630-7p See MG 28.3,28.4	Start/End Time 630-7p	Weekdays Length Rate Sa :30 \$1,000.00	<u>Type</u> <i>NM</i>	
3 WISN 10/16/12-10/19/12 Jimmy Kimmel → MG for 28.1 10/13	1130-1230a	-TuWThF :30 \$500.00	NM	
4 WISN 10/16/12-10/19/12 Jimmy Kimmel ⊕ MG for 28.1 10/13	1130-1230a	-TuWThF :30 \$500.00	NM	
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/121 1	\$0.00 \$1,000.00			
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1		:30	NM 3	\$3,000.00
Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/122 2	\$0.00			
30 WISN 10/13/12 11/03/12 News Sat 7-9a	\$1,000.00 7-9am	:30	NM 4	04 000 00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1- 1	<u>Rate</u> \$450.00	.50	NM 4	\$1,800.00
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$450.00 \$450.00			
Week: 10/29/12 11/04/121- 1	\$450.00			
31 WISN 10/07/12 11/04/12 Late News 10pm Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1 Week: 10/08/12 10/14/121 1	10p-1030p <u>Rate</u> \$1,600.00	:30	NM 5	\$8,850.00
Spot Ch Date Range Description	\$1,600,00 <u>Start/End</u> Time	Weekdays Length Rate	<u>Туре</u>	
2 WISN 10/08/12-10/14/12 Late News 10pm See MG 31.6	10 <i>p</i> -1030 <i>p</i>	SL :30 \$1,600.00	NM NM	
6 WISN 10/15/12-10/15/12 World News Tonight MG for 31.2,15.4	M-Su 530-6p	M: :30 \$2,450.00	NM	
Week: 10/15/12 10/21/121 1	\$1,600.00			
Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	\$1,600.00 \$1,600.00			
32 WISN 10/14/12 11/04/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30	NM 4	\$3,800.00
Week: 10/08/12 10/14/121 1	\$950.00			
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$950.00 \$950.00			
Week: 10/29/12 11/04/121 1	\$950.00			

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Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/24/12 Democratic Senatorial Ca / 10/24/12

*Line Ch Start Date End Date Description	Start/End Time	Days Len	Spo gth We		TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate						
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM		:30		NM	4	P P O O O
Start Date End Date Weekdays Spots/Week	Rate		.00		1,4141	-	\$800.00
Week: 10/08/12 10/14/121 1	\$200.00						
Week: 10/15/12 10/21/121 1	\$200.00				1		
Week: 10/22/12 10/28/121 1	\$200.00						
Week: 10/29/12 11/04/121 1	\$200.00						
N 34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p		:30		NM	13	\$23,650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u>				,		420,000.00
- · · · · · · · · · · · · · · · · · · ·	\$500.00						
1861-4045440	\$500.00				i		
	\$500.00						
Spot Ch Date Range Description 3 WISN 10/15/12-10/21/12 News Sun 530pm	Start/End Time	Weekdays	<u>Length</u>	Rate	<u> Type</u>		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	530-6p	Sı	:30	\$500.00	NM		
6 WISN 10/29/12-11/02/12 3-4p	7. 14 3-4p	MTOOPER	.00	04.050.00			
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.	5 14 4 8	MTuWThF	:30	\$1,350.00	NM		
7 WISN 10/25/12-10/25/12 LastResort	Thu 7-8p	Th	:30	\$3,400.00	NAA		
(H) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.1	6.46.1.3.5.5.4.20.2	34.3	.50	\$5,400.00	MM		
8 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	6,46.1,3.5,5.4,20.2,3	34.3		411210.00	'''''		
9 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	6,46.1,3.5,5.4,20.2,3	34.3		·	` 		
10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWAR	RC7-10PM	Th	:30	\$12,000.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6					ı		
11 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11F	P-MTuWThF	:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 12 WISN 10/29/12-11/02/12 Jimmy Kimmel							
⊕ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	1130-1230a / 11F	'-MTUWThF	:30	\$250.00	NM		
13 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 1130-1230a 1130-1230a / 11F	34.3	.00	****			
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	1130-1230a7111	'-M! UW! NF	:30	\$250.00	NM		
14 WISN 10/28/12-10/28/12 Late News Rotation	M-F/Su 10p-11p/s	3	:30	¢1 600 00	NINA		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	3 46 1 3 5 5 4 20 2 3	M 3	.30	\$1,600.00	NM		
Week: 10/22/12 10/28/121 1	\$500.00	, 1.0					
Week: 10/29/12 11/04/121 1	\$500.00						
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a		:30			-	
Start Date End Date Weekdays Spots/Week	Rate		.50		NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00						
Week: 10/08/12 10/14/121 1	\$400.00						
Week: 10/15/12 10/21/121 1	\$400.00						
Week: 10/22/12 10/28/121 1	\$400.00						
Week: 10/29/12 11/04/121 1	\$400.00						
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p		:30		NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$2,500.00					•	Ψ2,500,00
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am		:30			_	
Start Date End Date Weekdays Spots/Week	Rate		.50		NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00						
Week: 10/08/12 10/14/121 1	\$400.00						
Week: 10/15/12 10/21/121 1	\$400.00						

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Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 153**3**

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Start Date End Date Description	Ot (= 1.7"	Spot				
	Start/End Time	Days Length Wee	k Rate	TypeS	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$400.00					
Week: 10/29/12 11/04/121 1	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George St	7					
Start Date End Date Weekdays Spots/Week	Rate	:30		MM	2	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00			1		
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121 1	\$1,000.00					
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30		NINA	•	040 =====
Start Date End Date Weekdays Spots/Week	Rate	.50		NM	3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Туре		
1 W/SN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu:30	\$5,000.00	NM		
See MG 39.3,39.4 3 WISN 10/08/12-10/14/12 DWTS Results						
⊕ MG for 40.2,39.1	Tue 8-9p	-Tu :30	\$5,000.00	NM		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tuo 7 0-					
	Tue 7-8p	-Tu :30	\$2,500.00	NM		
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 -1 1	\$5,000.00					
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	-00				
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00					
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u>	Start/End Time	Weekdays Length	Rate	Type		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30	\$ 2,500.00	NM		
See MG 40.3			, , , , , , , , ,	1,,,,,		
3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30	\$ 2,500.00	NM		
A SAMPAN APPROXIMATION OF THE PROPERTY OF THE						
4 WISN 10/01/12-10/07/12 DWTS ® MG for 40.3 10/02	Tue 7-8p	-Tu :30	\$2,500.00	NM		
Week: 10/08/12 10/14/12 -1 1	¢2					
Spot Ch Date Range Description	\$2,500.00 <u>Start/End Ti</u> me	Manager	_			
2 W/SN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	Weekdays Length	Rate	<u>Type</u>		
See MG 39.3,39.4	rue o-ap	-Tu :30	\$2,500.00	NM		
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p			····		
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
1 W/SN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30	\$ 2,200,00	NM		
See MG 41.4			42,200.00	1 1 1 1 1		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30	\$2,200.00	NM		
⊕ MG for 41.1 10/02 Week: 10/08/12 10/14/12						
Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/12 -1 1	\$0.00					
Spot Ch Date Range Description	\$2,200.00					
2 W/SN 10/15/12-10/21/12 Private Practice	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
Credited Private Private Practice	Tue 9-10p	-Tu :30	\$2,200.00	NM		
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/12 -1 1	\$2,200.00]		
- · ·	Ψ2,200.00			l l		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	O4 4/E 1 - 7'	Spo		_		
	Start/End Time	Days Length We	ek Rate	Type S	oots	Amount
Start Date End Date Weekdays Spots/Week N 42 WISN 10/16/12 10/30/12 HappyEnd	Rate Tue 8-9p					
Start Date End Date Weekdays Spots/Week	। ue ਰ-ਤp Rate	:30		NM	1	\$3,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30	\$3,000.00	NM		
Credited Week: 10/22/12 10/28/12 -1 1	\$3,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Tuna		
2 WISN 10/22/12-10/28/12 HappyEnd	Tue 8-9p	-Tu: :30	\$3.000.00	<u>Type</u> <i>NM</i>		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3			40,000.00	,,,,,,		
Week: 10/29/12 11/04/12 -1 1	\$3,000.00					
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30		NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00					
44 WISN 11/03/12 11/03/12 ABC Prime College Footba	·					
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,300.00					
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	10-10-0	NM	2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2	Rate				_	Ψ-30.00
-	\$225.00					
N 46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30		NM	0	\$0.00
Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Tvpe</u>		
1 WISN 10/22/12-10/28/12 General Hospital	2-3pm/1-2p	M:30	\$350.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3						
47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30		NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00					
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30				••
Start Date End Date Weekdays Spots/Week	Rate	.30		NM	4	\$6,400.00
Week: 10/15/12 10/21/12 1 1	\$1,60 <u>0.00</u>					
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$1,600.00			İ		
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$1,600.00					
N 49 WISN 10/15/12 11/05/12 The View	\$1,600.00					
Start Date End Date Weekdays Spots/Week	10-11am <u>Rate</u>	:30		NM	3	\$1,500.00
Week: 10/15/12 10/21/12 1 1	\$500.00					
Week: 10/22/12 10/28/12 1 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
2 WISN 10/22/12-10/28/12 The View	10-11am	M:30	\$5 00.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 Week: 10/29/12 11/04/12 1 1	4.14 \$500.00					
Week: 11/05/12 11/11/12 1 1	\$500.00					
50 WISN 11/06/12 11/06/12 The View	10-11am	:30		NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00		14141	Ī	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00					
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30		NM	4	\$900.00

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Week: 11/05/12

Week: 11/05/12

Week: 10/22/12

Spot Ch

59 WISN 11/06/12

Start Date

WISN 10/22/12

Start Date

11/11/12

End Date

11/11/12

End Date

10/28/12

Date Range

11/06/12

11/05/12

1 WISN 10/22/12-10/28/12 Entertainment Tonight

1----

Weekdays

Weekdays

See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14

-1----

News M-F 6a

Description

Entertainment Tonight

Spots/Week

Spots/Week

1

Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 Democratic Senatorial Ca / 10/24/12

Spots/

				Spots/				
*Line Ch Start Date End Date Description	n	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date End Date Weekdays	Spots/Week	Rate					•	
Week: 10/15/12 10/21/12 1	1	\$225.00				1		
Week: 10/22/12 10/28/12 1	1	\$225.00						
Week: 10/29/12 11/04/12 1	1	\$225.00						
Week: 11/05/12 11/11/12 1	1	\$225.00						
52 WISN 10/29/12 11/05/12 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>				'`'''	4	\$1,000.00
Week: 10/29/12 11/04/12 1	1	\$500.00				ľ		
Week: 11/05/12 11/11/12 1	1	\$500.00						
53 WISN 11/06/12 11/06/12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>					•	Ψ300.00
Week: 11/05/12 11/11/12 -1	1	\$500.00				1		
54 WISN 10/29/12 11/05/12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>						Ψ1,200.00
Week: 10/29/12 11/04/12 1	1	\$600.00						
Week: 11/05/12 11/11/12 1	1	\$600.00						
55 WISN 10/15/12 11/05/12 News M-F 5		5-530pm		:30		NM	4	\$4,000.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>					-	41,000.00
Week: 10/15/12 10/21/12 1	1	\$1,000.00						
Week: 10/22/12 10/28/12 1	1	\$1,000.00						
Week: 10/29/12 11/04/12 1	1	\$1,000.00						
Week: 11/05/12 11/11/12 1	1	\$1,000.00						
56 WISN 10/15/12 11/05/12 News M-F 5	=	5-6A		:30		NM	4	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/15/12 10/21/12 1	Spots/Week	<u>Rate</u>						+ 1, 100.00
	1	\$350.00						
	1	\$350.00						
	1	\$350.00						
	1	\$350.00						
57 WISN 10/08/12 11/05/12 News M-F 6		6-630pm		:30		NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/08/12 10/14/12 1	Spots/Week	<u>Rate</u>						,
	1	\$1,200.00						
Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1	1	\$1,200.00						
Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1	1	\$1,200.00						
Week: 11/05/12 11/11/12 1	1	\$1,200.00				- 1		
	1	\$1,200.00						
58 WISN 10/15/12 11/05/12 News M-F 6a		6-7A		:30		NM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/15/12 10/21/12 1	Spots/Week	Rate				1		
Week: 10/13/12 10/21/12 1	1	\$1,000.00						
Week: 10/29/12 11/04/12 1	1	\$1,000.00				- 1		
**CCN. 10/20/12 11/04/12 1	1	\$1,000.00						

:30

:30

Length

:30

Weekdays

M-----

NM

NM

<u>Type</u>

NM

Rate

\$850.00

\$1,000.00

\$1,700.00

\$1,000.00

\$1,000.00

630p-7pm

630p-7pm

Rate

Rate

\$850.00

Start/End Time

(* Line Transactions: N = New, E = Edited, D = Deleted)

Nolwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stallon. Payment by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or appropriate to a service of payment by advertiser and service or payment to station. Station will not be bound by conditions, printed or appropriate to appr otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Start Date

70 WISN 10/04/12

71 WISN 10/04/12

72 WISN 10/06/12

Start Date

Start Date

Start Date

Week: 10/01/12

Week: 10/01/12

Week: 10/01/12

Week: 10/01/12

End Date

10/07/12

End Date

10/07/12

End Date

10/07/12

End Date

10/07/12

10/05/12

10/05/12

10/06/12

Weekdays

Weekdays

<u>Weekdays</u>

Weekdays |

----s-

---TF--

Nightline

---TF--

KATIE COURIC

INSIDE THE HUDDLE

----5

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 Democratic Senatorial Ca / 10/24/12

Spots/

:30

:30

:30

:30

*Line Ch Start Date End Date Description Start/End Time Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1----\$850.00 Week: 11/05/12 11/11/12 1----1 \$850.00 WISN 10/08/12 11/05/12 Good Morning America 7-9a :30 NM 5 \$5,000.00 Start Date Weekdays End Date Spots/Week Rate Week: 10/08/12 10/14/12 1----\$1,000.00 Week: 10/15/12 10/21/12 1----\$1,000.00 Week: 10/22/12 10/28/12 1----\$1,000.00 Week: 10/29/12 11/04/12 1-----\$1,000.00 Week: 11/05/12 11/11/12 1----1 \$1,000.00 WISN 11/06/12 11/06/12 Good Morning America :30 NM 1 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$1,000.00 WISN 10/15/12 63 11/05/12 LIVE WITH KELLY! 9-10am :30 NM \$1,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$450.00 Week: 10/22/12 10/28/12 1.-1 \$450.00 Week: 10/29/12 11/04/12 1----1 \$450.00 Week: 11/05/12 11/11/12 1-----1 \$450,00 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM \$1,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 ---5-1 \$1,000.00 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM \$1,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 --5-\$1,500.00 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---T---\$3,000,00 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM \$350.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--\$350.00 68 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM \$250.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 ----S-\$250.00 1 WISN 10/07/12 10/07/12 Su 458-6a

> Totals 345 \$321,300.00

NM

NM

NM

NM

1

2

\$200.00

\$800.00

\$1,500.00

\$250.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

458-6AM

M-F 2-3P

11p-1130p

\$1,500.00

Rate

Rate

Rate

INSIDE HUD 1035|

Rate

\$250.00

\$200.00

\$400.00

Spots/Week

Spots/Week

2

Spots/Week

1

Spots/Week

1

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	Contract / Revision 939457 / 1	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria		Original Date / Revision 10/24/12 / 10/24/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	239	\$219,450.00	\$186,532.50
10/29/12 -11/06/12	106	\$101,850.00	\$86,572.50
Totals	345	\$321,300.00	\$273,105.00

Signature:	Date:	

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Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	/ision	Alt Order#	
	939457	/ 11	06262067	
Product		te# Original Date 10/29/12		
DSCC-IE		# Occount Executive Will Hildebrandt		
Contract Dates	Estimate #	ate # In Committee Original Date 10/29/12 Cycle Billing Calendar EOC Broadcast In Account Executive Will Hildebrandt al Handling Igraphic		
10/02/12 - 11/06/12	1533	ommittee Original Date 10/29/12 Billing Calendar Broadcast Account Executive Will Hildebrandt andling		
<u>Advertiser</u>		Committee Original Days 10/29/12 Committee Original Days 10/29/12 Committee Origi		Revision
Democratic Senatorial Ca	ampaign Com	e # Committee Original Date 10/29/12 Cycle Billing Calendar DC Broadcast Account Executive Will Hildebrandt		/ 10/29/12
	Billing Cycle	nate # ign Committee Original E ign Committee 10/29/1 q Cycle Billing Calendar i/EOC Broadcast on Account Executiv Will Hildebrandt cial Handling ographic	Calendar	Cash/Trade
	939457 / 11 06262 Estimate # 1533 Impaign Committee 10/29/ Billing Cycle Billing Calendar EOM/EOC Broadcast Station Account Execut	cast	Cash	
	Station	stimate # 533 paign Committee 10/29/12 illing Cycle Billing Calendar OM/EOC Broadcast tation Account Executive VISN Will Hildebrandt pecial Handling emographic	nt Executive	Sales Office
	WISN	ate # Original Date 10/29/12 Cycle Billing Calendar EOC Broadcast D Account Executive Will Hildebrandt at Handling graphic	ldebrandt	HRP -Washingt
	Special Hand	ling		
	Demographic			
	Adults 35+			
	IDB#	Adver	tiser Code	Product Code
	8091	49		53
	Agency Ref		Advertiser	Ref

		Spots	/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week		Type Sp	oots	Amount
N 1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30		NM	9	\$3,150.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/01/12 10/07/12 -TWTF 2	\$350.00					
Week: 10/08/12	\$350.00			1		
Week: 10/15/12	\$350.00					
Week: 10/22/12	\$350.00			_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
8 W/SN 10/22/12-10/28/12 General Hospital	2-3pm/1-2p	-TuWThF :30	\$350.00	NM		
See MG 45.3,45.4,45.5				- 1		
Week: 10/29/12	\$350.00					
N 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030թ	:30		NM	11	\$17,600.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			1		
Week: 10/01/12	\$1,600.00					
Week: 10/08/12	\$1,600.00			_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30	\$ 1,600.00	NM		
See MG 23.7,23.8,23.9,23.10						
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10				i		
Week: 10/15/12	\$1,600.00					
Week: 10/22/12	\$1,600.00			_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
10 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuWThF :30	\$1,600.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3						
11 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuWThF :30	\$1,600.00	NM		
See MG 45.3,45.4,45.5						
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00					
3 WISN 10/02/12 11/02/12 The View	10-11am	:30		NM	10	\$5,000.00
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate			Ì		
Week: 10/01/12	\$500.00					
Week: 10/08/12	\$500.00			Ļ		

CONTRACT

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Contract / Revision Alt Order# 939457 06262067 Estimate # Product

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Түре</u>	
3 W/SN 10/08/12-10/14/12 The View	10-11am	-ти wтh F :30 \$ 500.00	NM	
See MG 11.15,11.16,11.17 4 W/SN 10/08/12-10/14/12 The View	10-11am	-TuwThF :30 \$500.00	NM	
See MG 11.15,11.16,11.17				
Week: 10/15/12	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
5 W/SN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 7 W/SN 10/15/12-10/21/12 The View	1.14 10-11am	-TuWThF :30 \$500.00	NM	
See MG 5.9,5.10,5.11	ru-rram	-110W111W11	IVIVI	
Week: 10/22/12 10/28/12 -TWTF 3	\$500.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00		1	
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM 5	\$4,750.00
Start Date End Date Weekdays Spots/Week	Rate	.30	14.141	94,750.00
Week: 10/01/12 10/07/12 -TWTF 1	\$950.00			
Week: 10/08/12	\$950.00			
Week: 10/15/12	\$950.00			
Week: 10/22/12	\$950.00		i	
Week: 10/29/12 11/04/12 -TWTF 1	\$950.00			
5 WISN 10/02/12 11/02/12 Nightline	11p-1130p	:30	NM 9	\$8,150.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/12 -TWTF 1	\$750.00			
Week: 10/08/12	\$750.00 \$750.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
3 W/SN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30 \$750.00	NM	
See MG 5.9,5.10,5.11	11p 1100p	14H1111 .30 \$7.00.00	' '''	
4 W/SN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30 \$750:00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	•			
9 WISN 10/21/12-10/21/12 World News Tonight	*Sun 5-530p	St :30 \$1,500.00	NM	
MG for 3.7,13.6,13.7,5.3				
10 WISN 10/28/12-10/28/12 World News Tonight	*Sun 5-530p	SL :30 \$1,500.00	NM	
MG for 3.7,13.6,13.7,5.3 11 WISN 10/21/12-10/21/12 News Sun 7-9a	7 Oom	C: :30 #650.00	A th a	
(f) MG for 3.7,13.6,13.7,5.3	7-9am	St :30 \$650.00	NM	
Week: 10/22/12 10/28/12 -TWTF 2	\$750.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$750.00			
6 WISN 10/02/12 11/02/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 14	\$3,150.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/12 -TWTF 2	\$225.00			
Week: 10/08/12	\$225.00 \$225.00			
Week: 10/13/12 10/28/12 -TWTF 3	\$225.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$225.00		1	
7 WISN 10/09/12 11/02/12 THE CHEW		120	NINA C	#0 400 00
Start Date End Date Weekdays Spots/Week	12P-1P <u>Rate</u>	:30	NM 8	\$2,400.00
Week: 10/08/12 10/14/12 -TWTF 2	\$300.00			
Week: 10/15/12 10/21/12 -TWTF 2	\$300.00		1	
			•	

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 / 11

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type :	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/12 -TwTF 2	\$300.00				
Week: 10/29/12 11/04/12 -TWTF 2	\$300.00				
8 WISN 10/02/12 11/02/12 KATIE COURIC	M-F 2-3P	:30	NM	10	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12	\$400.00 \$400.00				
Week: 10/08/12	\$400.00 \$400.00				
Week: 10/13/12 10/28/12 -TWTF 2	\$400.00				
Week: 10/29/12 11/04/12 -TWTF 2	\$400.00				
9 WISN 10/02/12 11/02/12 3-4p	3-4p	:30	NM	10	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate			· ·	** -00.00
Week: 10/01/12 10/07/12 -TWTF 2	\$500.00				
Week: 10/08/12	\$500.00				
Week: 10/15/12	\$500.00				
Week: 10/22/12	\$500.00				
Week: 10/29/12 11/04/12 -TWTF 2	\$500.00				
10 WISN 10/02/12 11/02/12 DR. OZ	4P-5P	:30	NM	10	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12	\$600.00				
Week: 10/08/12 10/14/12 -TWTF 2	\$600.00				
Week: 10/15/12 10/21/12 -TWTF 2	\$600.00				
Week: 10/22/12	\$600.00 \$600.00				
			N. A. A.	4.4	645 000 00
11 WISN 10/02/12 11/02/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm Rate	:30	NM	14	\$15,200.00
Week: 10/01/12 10/07/12 -TWTF 2	\$1,000.00				
Week: 10/08/12	\$1,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u> <u>Type</u>		
3 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30	\$ 1,000.00 NM		
See MG 11.15,11.16,11.17					
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30	\$ 1,000.00 NM		
See MG 11.15,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th :30	\$3,000.00 NM	İ	
(h) MG for 13.5,11.3,11.4,3.4,3.3	W-00 550-ap		40,000.00		
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	Sa :30	\$700.00 NM		
(f) MG for 13.5,11.3,11.4,3.4,3.3				l	
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F:30	\$500.00 NM		
MG for 13.5,11.3,11.4,3.4,3.3					
Week: 10/15/12	\$1,000.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type	Į.	
9 WISN 10/22/12-10/28/12 News M-F 5p	5-530pm	-TuWThF :30	\$1,000.00 NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00				
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30	NM	15	\$5,250.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1 4101	"	\$0, <u>20</u> 0.00
Week: 10/01/12 10/07/12 -TWTF 2	\$350.00				
Week: 10/08/12	\$350.00			1	
Week: 10/15/12	\$350.00			l	

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Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by slation. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Slation will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeSp	nts	Amount
Start Date End Date Weekdays Spots/Week	Rate	Dayo Longui III	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	0.0	, can
Week: 10/22/12 10/28/12 -TWTF 3	\$350.00				
Week: 10/29/12 11/04/12 -TwTF 4	\$350.00				
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM	9	\$10,800,00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12	\$1,200.00				
Week: 10/08/12	\$1,200.00		_ !		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
5 W/SN 10/08/12-10/14/12 News M-F 6p	6-630 <i>p</i> m	-TuWThF :30 \$1,200.00	NM		
See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF 3	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
6 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM		
See MG 5.9,5.10,5.11					
7 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM		
See MG 5.9,5.10,5.11					
8 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$ 1,200.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3					
Week: 10/22/12 10/28/12 -TWTF 3	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
11 W/SN 10/22/12-10/28/12 News M-F 6p See MG 45.3,45.4,45.5	6-630pm	-TuWThF :30 \$ 1,200.00	NM		
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00				
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM	15	\$15,000,00
Start Date End Date Weekdays Spots/Week	Rate	.50	IVIVI	15	\$15,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$1,000.00				
Week: 10/08/12	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00		İ		
Week: 10/22/12	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00				
15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM	8	\$6,800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12	\$850.00	147 L L L L L L L L L L L L L L L L L L L	_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/01/12-10/07/12 Entertainment Tonight See MG 23.6	630p-7pm	-TuWThF :30 \$850.00	NM		
Week: 10/08/12	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
4 WISN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 31.6	- , ,		1		
Week: 10/15/12	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u> Type</u>		
6 WISN 10/15/12-10/21/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3					
Week: 10/22/12	\$850.00 Start/End Time	Mankalaya Larath Data			
Spot Ch Date Range Description 8 WISN 10/22/12-10/28/12 Entertainment Tonight	Start/End Time	Weekdays Length Rate -TuWThF :30 \$850.00	<u>Type</u> NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	630p-7 <i>p</i> m	-TuWThF :30 \$850:00	IVIVI		
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000,00
10 VVION 10/02/12 1 1/02/12 Good Wolfling Affenda	1-24	.50	IAIAE	4 1	\$21,000.00

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Alt Order # Contract / Revision 939457 06262067 / 11 Product Estimate#

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

				Spots	s/			
*Line Ch Start Date End Date Description	8	Start/End Time	Days	Length Weel	k Rate	TypeS	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spo</u> Week: 10/01/12 10/07/12 -TWTF	ots/Week 3	<u>Rate</u> \$1,000.00						
Week: 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12	4	\$1,000.00				1		
Week: 10/15/12 10/21/12 -TWTF	4	\$1,000.00						
Week: 10/22/12 10/28/12 -TWTF	5	\$1,000.00						
Week: 10/29/12 11/04/12 -TWTF	5	\$1,000.00						
17 WISN 10/02/12 11/02/12 LIVE WITH KELL	.Y! 9	9-10am		:30		NM	14	\$6,300.00
Start Date End Date Weekdays Spo	ots/Week	<u>Rate</u>				l		
Week: 10/01/12	2	\$450.00						
Week: 10/08/12	2	\$450.00						
Week: 10/15/12 10/21/12 -TWTF	3	\$450.00						
Week: 10/22/12 10/28/12 -TWTF	3	\$450.00						
Week: 10/29/12 11/04/12 -TWTF	4	\$450.00						
N 18 WISN 10/26/12 10/26/12 2020		Fri 9-10p		:30		NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spo</u> Week: 10/22/12 10/28/121	ots/Week 1	<u>Rate</u> \$3,000.00				İ		
Spot Ch Date Range <u>Description</u>	•	Start/End Time	Weekday	s Length	Rate	Туре		
1 WISN 10/22/12-10/28/12 2020		Fri 9-10p	F	-	\$3,000.00	NM		
See MG 45.3,45.4,45.5			·		40,000			
19 WISN 10/08/12 11/05/12 Dancing		Prime Other		:30		NM	4	\$20,000.00
•	ots/Week	Rate						,
Week: 10/08/12 10/14/12 1	1	\$5,000.00						
Week: 10/15/12 10/21/12 1	1	\$5,000.00				l		
Week: 10/22/12 10/28/12 1	1	\$5,000.00						
Spot Ch Date Range Description		Start/End Time	<u>Weekday</u>	<u>'s Length</u>	<u>Rate</u>	<u>Type</u>		
3 WISN 10/22/12-10/28/12 Dancing		Prime Other	M	:30	\$ 5,000.00	NM		
See MG 19.6		14 7.0-		.00	ar aaa aa			
6 W/SN 10/22/12-10/28/12 Dancing	10 24 12 24 1	Mon 7-8p	М	:30	\$5 ,000.00	NM		
(h) See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.1 Week: 10/29/12 11/04/12 1	12,34. 13,34. 1 1	\$5,000.00						
Week: 11/05/12 11/11/12 1	1	\$5,000.00						
20 WISN 10/22/12 10/29/12 Castle	•	Mon 9-10p		:30		NM	0	\$0.00
	ots/Week	Rate		.30		INIVI	U	φυ.υυ
Week: 10/22/12 10/28/12 1	1	\$4,000.00				į		
Spot Ch Date Range Description		Start/End Time	Weekday	s Length	Rate	Type		
1 WISN 10/22/12-10/28/12 Castle		Mon 9-10p	M	:30	\$4,000.00	NM		
Credited								
Week: 10/29/12 11/04/12 1	1	\$4,000.00						
Spot Ch Date Range Description		Start/End Time	Weekday	<u>/s Length</u>	<u>Rate</u>	<u>Type</u>		
2 WISN 10/29/12-11/04/12 Castle		Mon 9-10p	M	:30	\$4,000.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.								
21 WISN 10/06/12 11/03/12 Late News Sa 10		10-1035p		:30		NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sp</u> Week: 10/01/12 10/07/121-	ots/Week 1	<u>Rate</u> \$600.00						
Week: 10/08/12 10/14/121-	1	\$600.00						
Week: 10/15/12 10/21/121-	1	\$600.00						
Week: 10/22/12 10/28/121-	1	\$600.00						
Week: 10/29/12 11/04/121-	1	\$600.00						
22 WISN 10/13/12 10/13/12 College Football	Game #2	230p-6p		:30		NM	1	\$6,500.00
	ots/Week	<u>Rate</u>						

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Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spots	s/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Weel	k Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				<u> </u>
Week: 10/08/12 10/14/121- 1	\$6,500.00			_]	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
1 W/SN 10/08/12-10/14/12 College Football Game #2	230р-6р	Sa :30	\$ 6,500.00	NM	
See MG 22.2	220n En	sa :30	\$6,500.00	NM	
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	.50	\$0,500.00	IAIAI	
(h) MG for 22.1 10/13	0.000	.00		NIM 7	#7 750 00
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM 7	\$7,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/01/12 10/07/121- 1	<u>Rate</u> \$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa :30	\$500.00	NM	
See MG 23.6	u ocopiii		***************************************		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30	\$1,350.00	NM	
(h) MG for 15.1,23.1			•	ľ	
Week: 10/08/12 10/14/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30	\$500.00	NM	
See MG 23.7,23.8,23.9,23.10					
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30	\$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2					
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30	\$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000 11	! _	*4 500 00	.,,,	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30	\$1,500.00	NM	
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2	M C., C 1020DM	Cn 120	ቀሰበስ ሰስ	NM	
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa- - :30	\$900.00	INIVI	
	\$500.00				
Week: 10/13/12 10/28/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
4 WISN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30	\$50 0.00	NM	
See MG 45.3,45.4,45.5	о осории		V		
Week: 10/29/12 11/04/121- 1	\$500.00				
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30		NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate	.50		1100	Ψ000.00
Week: 10/08/12 10/14/121- 1	\$200.00				
Week: 10/15/12 10/21/121- 1	\$200.00				
Week; 10/22/12 10/28/121- 1	\$200.00				
Week: 10/29/12 11/04/121- 1	\$200.00				
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM 2	\$1,400.00
Start Date End Date Weekdays Spots/Week	•				**,***
Week: 10/01/12 10/07/121- 1	\$700.00				
Week: 10/08/12 10/14/121- 1	\$700.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Туре	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa :30	\$700.00	NM	
See MG 23.7,23.8,23.9,23.10					
Week: 10/15/12 10/21/121- 1	\$700.00		_	_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
3 WISN 10/15/12-10/21/12 News Sa 6p-630p	6-630pm	5a :30	\$700.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	34.14			I	

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Contract / Revision Alt Order# 06262067 939457 / 11

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type N/M
See MG A MSN 10/22/12-10/22/12 New Sa 6p-630p See MG A S. A
A WISN 10/02/12 10
Week: 10/26/12
26 WISN 10/06/12 11/03/12 Sat GMA
Start Date
Week: 10/01/12 10/07/12 1
Week: 10/08/12
Week: 107/5/12 107/21/12 1 1 \$600.00
Week: 10/22/12 10/28/121 1 \$600.00 \$
Meek: 10/29/12 11/04/12 11/03/12 SA 630-7p Spots/Week Rate Week: 10/15/12 Date Meekdays Spots/Week S500.00 Start/End Time Security Spots/Week S500.00 Start/End Time Security Spots/Week S500.00 Start/End Time Security Sec
27 WISN 10/20/12 11/103/12 SA 630-7p Start Date End Date End Date Meekdays Spots/Week Rate Spots/Week Sp
Start Date End Date Meekdays SpotsWeek 1 S500.00 Start/End Time S500.00 S600.0
Seek 10/15/12 10/21/12 1 1 S500.00 Start/End Time Weekdays Length Rate Type N/M See MG 23.7,23.8,23.9,23.10 S0.00 S0.00 S0.00 See MG 23.7,23.8,23.9,23.10 S0.00
Spot Ch
1 W/SN 10/15/12-10/21/12 SA 630-7p 630p-7pSa :30 \$500.00 Week: 10/22/12 10/28/12 0 \$0.00 S0
Week: 10/22/12 10/28/12 0 \$0.00
Neek: 10/29/12
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type
2 WISN 10/29/12-11/04/12 SA 630-7p 630p-7pSa :30 \$500-00 NM See MG 23.7,23.8,23.9,23.10 N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$1,000.00 Start Date End Date Weekdays 5pots/Week Rate \$1,000.00 Start Date 10/14/12 Description Sat 630-7pSa :30 \$1,000.00 NM See MG 28.3,28.4 3 WISN 10/16/12-10/14/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 WISN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 WISN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 WISN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 WISN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM 9 MG for 28.1 10/13 4 Wish 10/16/1
N 28 WISN 10/13/12
N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$1,000.00 Start Date Week: 10/08/12 10/14/14 10/14/14/14/14/14/14/14/14/14/14/14/14/14/
Start Date Week: 10/08/12 End Date 10/14/12 Weekdays 10/14/12 Spots/Week 1,000.00 Rate 1,000.00 Rate 1,000.00 Rate 1,000.00 Type 1,000.00 Spot Ch See MG 28:3,28:4 3 WISN 10/16/12-10/19/12 Sat 630-7p 630-7p Sa30 \$1,000.00 NM ⊕ MG for 28:1 10/13 4 WISN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuWThF30 \$500.00 NM ⊕ MG for 28:1 10/13 Week: 10/15/12 10/21/12
Week: 10/08/12 10/14/12 1- 1 \$1,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 W/SN 10/06/12-10/14/12 Sat 630-7p 630-7p
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 W/SN 10/08/12-10/14/12 Sat 630-7p 630-7p Sa :30 \$1,000.00 NM See MG 28.3,28.4 3 WISN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM ⊕ MG for 28.1 10/13 4 WISN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM ⊕ MG for 28.1 10/13 Week: 10/15/12 10/21/12 0 \$0.00 \$500.00 NM Week: 10/15/12 10/28/12 1 1 \$1,000.00 \$1,00
1 W/SN 10/08/12-10/14/12 Sat 630-7p 630-7pSa :30 \$1,000.00 NM See MG 28.3,28.4 3 W/SN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuWThF :30 \$500.00 NM MG for 28.1 10/13 4 W/SN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuWThF :30 \$500.00 NM MG for 28.1 10/13 4 W/SN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuWThF :30 \$500.00 NM MG for 28.1 10/13 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/15/12 10/28/121 1 \$1,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/22/12-10/28/12 Sat 630-7p 630-7pSa :30 \$1,000.00 NM See MG 45.3,45.4,45.5 29 W/SN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p :30 NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121 1 \$1,000.00 NM S1,00
3 WISN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM ⊕ MG for 28.1 10/13 4 WISN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuwThF :30 \$500.00 NM ⊕ MG for 28.1 10/13 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/121 1 \$1,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 WISN 10/22/12-10/28/12 Sat 630-7p 630-7pSa :30 \$1,000.00 See MG 45.3,45.4,45.5 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p :30 NM Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121 1 \$1,000.00 Week: 10/08/12 10/14/121 1 \$1,000.00 Week: 10/08/12 10/14/121 0 \$0.00
 ⊕ MG for 28.1 10/13 4 WISN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuWThF :30 \$500.00 NM ⊕ MG for 28.1 10/13 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/121 1 \$1,000.00
4 WISN 10/16/12-10/19/12 Jimmy Kimmel 1130-1230a -TuWThF :30 \$500.00 NM (P) MG for 28.1 10/13 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/121 1 \$1,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 WISN 10/22/12-10/28/12 Sat 630-7p 630-7pSa :30 \$1,000.00 See MG 45.3,45.4,45.5 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p :30 NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121 1 \$1,000.00 Week: 10/08/12 10/14/121 0 \$0.00
 ★ MG for 28.1 10/13 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/121 1 \$1,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/22/12-10/28/12 Sat 630-7p 630-7pSa :30 \$1,000.00 NM See MG 45.3,45.4,45.5 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p :30 NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121 1 \$1,000.00 Week: 10/08/12 10/14/12 0 \$0.00
Week: 10/15/12 10/21/12
Week: 10/22/12 10/28/12 1 1 \$1,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 WISN 10/22/12-10/28/12 Sat 630-7p 630-7p Sa :30 \$1,000.00 NM See MG 45.3,45.4,45.5 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p :30 NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1- 1 \$1,000.00 Week: 10/08/12 10/14/12 1- 0 \$0.00
2 W/SN 10/22/12-10/28/12 Sat 630-7p 630-7pSa :30 \$1,000.00 NM See MG 45.3,45.4,45.5 29 W/SN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p :30 NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121- 1 \$1,000.00 Week: 10/08/12 10/14/12 0 \$0.00
2 W/SN 10/22/12-10/28/12 Sat 630-7p 630-7pSa :30 \$1,000.00 NM See MG 45.3,45.4,45.5 29 W/SN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p :30 NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121- 1 \$1,000.00 Week: 10/08/12 10/14/12 0 \$0.00
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p :30 NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121- 1 \$1,000.00 Week: 10/08/12 10/14/12 0 \$0.00
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1- 1 \$1,000.00 Week: 10/08/12 10/14/12 0 \$0.00
Week: 10/01/12
Week: 10/08/12 10/14/12 0 \$0.00
1,111
30 WISN 10/13/12 11/03/12 News Sat 7-9a 7-9am :30 NM 4 \$1,800.00
Week: 10/08/12 10/14/121- 1 \$450.00
Week: 10/15/12 10/21/121- 1 \$450.00
Week: 10/22/12

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 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/29/12 / 10/29/12

			Spot	ts/			
*Line Ch Start Date End Date Description	Start/End Time	Days Len	gth Wee	k Rate	TypeS	oots	Amount
Start Date End Date Weekdays Spots/Week	Rate						
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p		:30		NM	5	\$8,850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> \$1,600.00						
Week: 10/08/12 10/14/121 1	\$1,600.00						
Spot Ch Date Range Description	Start/End Time	Weekdays	<u>Length</u>	Rate	<u>Type</u>		
2 WISN 10/08/12-10/14/12 Late News 10pm	10p-1030p	St	:30	\$1,600.00	NM		
See MG 31.6							
6 WISN 10/15/12-10/15/12 World News Tonight	M-Su 530-6p	M	:30	\$2,450.00	NM		
(h) MG for 31.2,15.4	64 000 00						
Week: 10/15/12 10/21/121 1	\$1,600.00						
Week: 10/22/12	\$1,600.00 \$1,600.00						
		· · · · · · · · · · · · · · · · · · ·					
32 WISN 10/14/12 11/04/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p		:30		NM	4	\$3,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	<u>Rate</u> \$950.00						
Week: 10/15/12 10/21/121 1	\$950.00						
Week: 10/22/12 10/28/121 1	\$950.00						
Week: 10/29/12 11/04/121 1	\$950.00				İ		
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM		:30		NM	4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate						
Week: 10/08/12 10/14/121 1	\$200.00						
Week: 10/15/12 10/21/121 1	\$200.00						
Week: 10/22/12	\$200.00 \$200.00						
34 WISN 10/07/12 11/04/12 News Sun 530pm Start Date End Date Weekdays Spots/Week	530-6p		:30		NM	13	\$23,650.00
Week: 10/01/12 10/07/121 1	<u>Rate</u> \$500.00						
Week: 10/08/12 10/14/121 1	\$500.00						
Week: 10/15/12 10/21/121 1	\$500.00						
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
3 W/SN 10/15/12-10/21/12 News Sun 530pm	530-6p	St	:30	\$500.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3							
6 WISN 10/29/12-11/02/12 3-4p	3-4p	MTuWThF	:30	\$1,350.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 7 WISN 10/25/12-10/25/12 LastResort	.6,46.1,3.5,5.4,20.2, Thu 7-8p	34.3 Th	:30	£2 400 00	NINA		
(f) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15			.30	\$3,400.00	NM		
8 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275,00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	.6,46.1,3.5,5.4,20.2,			7.12.3.00			
9 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
(f) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15		34.3			İ		
10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWA		Th	:30	\$12,000.00	NM		
(i) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15				4050.00	1		
11 WISN 10/29/12-11/02/12 Jimmy Kimmel MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15		P-MTuWThF	:30	\$250.00	MM		
12 WISN 10/29/12-11/02/12 Jimmy Kimmel		,34.3 P-MTuWThF	:30	\$250.00	NM		
(b) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15			.00	4200.00	14141		
13 WISN 10/29/12-11/02/12 Jimmy Kimmel		P-MTuWThF	:30	\$250.00	NM		
(h) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15							
14 WISN 10/28/12-10/28/12 Late News Rotation		/S:St	. :30	\$1,600.00	MM		
(h) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	.6,46.1,3.5,5.4,20.2	,34.3			i		

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Contract / Revision Alt Order# 939457 / 11 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/29/12 / 10/29/12

*Line Ch Start Date End Date Description		Start/End Time	Days Le	Spot		Type S	oots	Amount
	ots/Week	Rate						
Week: 10/22/12	1 1	\$500.00 \$500.00						
35 WISN 10/07/12 11/04/12 Sun GMA	<u> </u>	6-7a						
0. 4 5	ots/Week	0-7a Rate		:30		NM	5	\$2,000.00
Week: 10/01/12 10/07/121	1	\$400.00						•
Week: 10/08/12 10/14/121	1	\$400.00						
Week: 10/15/12 10/21/121	1	\$400.00						
Week: 10/22/12 10/28/121 Week: 10/29/12 11/04/121	1	\$400.00						
	1	\$400.00						
36 WISN 10/21/12 10/21/12 Once <u>Start Date</u> <u>End</u> Date Weekdays Sp	-1-0011-	Sun 7-8p		:30		NM	1	\$2,500.00
Start Date End Date Weekdays Sp Week: 10/15/12 10/21/12 1	oots/Week 1	<u>Rate</u> \$2,500.00		•		Ì		
37 WISN 10/07/12 11/04/12 News Sun 7-9a		7-9am		:30		NM	5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sp</u> Week: 10/01/12 10/07/121	ots/Week	Rate						,
Week: 10/08/12 10/14/121	1	\$400.00 \$400.00						
Week: 10/15/12 10/21/121	1	\$400.00						
Week: 10/22/12 10/28/121	1	\$400.00						
Week: 10/29/12 11/04/121	1	\$400.00						
38 WISN 10/14/12 11/04/12 This Week With	George Ste	p930-1030am		:30		NM	2	\$2,000,00
Start Date <u>End Date</u> <u>Weekdays</u> Sp	ots/Week	Rate		.00		IAIAI	2	\$2,000.00
Week: 10/08/12 10/14/121	1	\$1,000.00						
Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	0	\$0.00						
Week: 10/29/12 11/04/121	0	\$0.00						
	I	\$1,000.00						
	ots/Week	Tue 7-8p Rate		:30		NM	3	\$12,500.00
Week: 10/08/12 10/14/12 -1	1	\$5,000.00						
Spot Ch Date Range Description		Start/End Time	Weekdays	Length	Rate	Туре		
1 WISN 10/08/12-10/14/12 DanceResults		Tue 7-8p	-Tu		\$5,000.00	NM		
See MG 39.3,39.4		1				ļ		
3 WISN 10/08/12-10/14/12 DWTS Results MG for 40.2,39.1		Tue 8-9p	-Tu	- :30	\$5,000.00	NM		
4 WISN 10/08/12-10/14/12 DWTS- Judges	Analysis	Tue 7-8p	-Tu 	- :30	\$2,500.00	NM		
® MG for 40.2,39.1	_							
Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12 -1	0	\$0.00						
	1	\$5,000.00						
40 WISN 10/02/12 10/09/12 HappyEnd Start Date End Date Weekdays Sp	ots/Week	Tue 8-9p		:30		NM	1	\$2,500.00
Week: 10/01/12 10/07/12 -1	1	<u>Rate</u> \$2,500.00						
Spot Ch Date Range Description	·	Start/End Time	Weekdays	Length	<u>Rate</u>	<u>Туре</u>		
1 WISN 10/01/12-10/07/12 HappyEnd		Tue 8-9p	-Tu		\$2,500.00	NM		
See MG 40.3		,			,			
3 WISN 10/01/12-10/07/12 DWTS Results		Tue 8-9p	-Tu	- :30	\$2,5 00.00	NM		
		T 7.0	_ \					
₩ MG for 40.3 10/02		Tue 7-8p	-Tu 	- :30	\$2,500.00	NM		
Week: 10/08/12 10/14/12 -1	1	\$2,500.00						
	-	+=1100				1		

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Contract / Revision Alt Order# 939457 06262067 / 11 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount
Spot Ch
2 WISN 10/08/12-10/14/12 HappyEnd Tue 8-9p -Tu :30 \$2,500.00 NM
See MG 39.3,39.4 41 WISN 10/02/12 10/30/12 PrivatePractice Tue 9-10p :30 NM 2 \$4,400.00
A1 WISN 10/02/12 10/30/12 PrivatePractice Tue 9-10p :30 NM 2 \$4,400.00
Start Date End Date Weekdays Spots/Week Start Date Date Scription Start Date Start
Neek: 10/01/12 10/07/12 -1 1 \$2,200.00
1 W/SN 10/01/12-10/07/12 PrivatePractice Tue 9-10p -Tu :30 \$2,200.00 NM See MG 41.4 4 WISN 10/01/12-10/07/12 Scandal Thu 9-10pTh :30 \$2,200.00 NM Well 10/05/12 10/14/12 0 \$0.00 See Wish 10/05/12 10/14/12 -1 1 \$2,200.00 See Wish 10/15/12 10/14/12 -1 1 \$2,200.00 See Wish 10/15/12-10/21/12 PrivatePractice Tue 9-10p -Tu :30 \$2,200.00 NM Credited Week: 10/22/12 10/28/12 0 \$0.00 See Wish 10/15/12-10/21/12 PrivatePractice Tue 9-10p -Tu :30 \$2,200.00 NM See Wish 10/16/12 10/28/12 1 \$2,200.00 NM See Wish 10/16/12 10/30/12 HappyEnd Tue 8-9p :30 NM 1 \$3,000.00 See Week: 10/15/12 10/21/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM See Week: 10/15/12 10/21/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM Credited Week: 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 -1 1 \$3,000.00 See Week 10/22/12 10/28/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM
See MG 41.4 4 WISN 10/01/12-10/07/12 Scandal Thu 9-10p Th :30 \$2,200.00 NM (♣) MG for 41.1 10/02 Week: 10/08/12 10/14/12 0 \$0.00 \$0.00 NM Seek: 10/15/12 10/14/12 1 \$2,200.00 Seek: 10/15/12 10/12/12 10/12/12 Private Practice Start/End Time Weekdays Length Rate Type True 9-10p -Tu Seek: 10/15/12 10/15/12 10/12/12 Private Practice Tue 9-10p -Tu
4 WISN 10/01/12-10/07/12 Scandal Thu 9-10p Th :30 \$2,200.00 NM ⊕ MG for 41.1 10/02 Week: 10/08/12 10/14/12 0 \$0.00 Week: 10/15/12 10/21/12 10/21/12 -1 1 \$2,200.00 Sept Ch Date Range Description Start/End Time Veekdays Length Rate Type True 9-10p -Tu Tue 9-10p -Tu :30 \$2,200.00 NM Week: 10/22/12 10/28/12 10/28/12 11/04/12 11/04/12 -1 0 \$0.00 \$0.00 NM \$2,200.00 NM 1 \$3,000.00 4 WISN 10/16/12 10/30/12 10/30/12 10/30/12 10/30/12 10/30/12 10/30/12 10/30/12 10/30/12 10/30/12 10/30/12 10/30/12 10/30/12 10/30/12 10/30/10 10/30/12 10/30/12 10/30/10 10/30/12 10/30/10 10/30/30/10 10/30/30/10 10/30/10 10/30/10 10/30/10 10/30/10 10/30/10 10/30/10 10/30/10
⊕ MG for 41.1 10/02 Week: 10/08/12 10/14/12
Week: 10/08/12 10/14/12 0 \$0.00 Week: 10/15/12 10/21/12 -1 1 \$2,200.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 WISN 10/15/12-10/21/12 PrivatePractice Tue 9-10p -Tu :30 \$2,200.00 NM Week: 10/22/12 10/28/12 1 \$2,000.00 S0.00 NM 1 \$3,000.00 Week: 10/29/12 11/04/12 -1 1 \$2,200.00 NM 1 \$3,000.00 Start Date Week: 10/15/12 End Date Weekdays Spots/Week Week: Rate Week: 10/15/12 Rate Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week: Rate Spots/Week: 10/15/12-10/21/12 HappyEnd Weekdays Length Rate Type Spots/Week Spots/Week Spots/Week Spots/Week: 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu
Week: 10/15/12 10/21/12 -1 1 \$2,200.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/15/12-10/21/12 PrivatePractice Tue 9-10p -Tu
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type Tue 9-10p -Tu :30 \$2,200.00 NM
2 WISN 10/15/12-10/21/12 PrivatePractice Tue 9-10p -Tu
Credited Week: 10/22/12 10/28/12 0 \$0.00
Week: 10/29/12 11/04/12 -1 1 \$2,200.00 42 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p :30 NM 1 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate \$3,000.00 NM 1 \$3,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type Week: 10/22/12 10/28/12 -1 1 \$3,000.00 NM Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/22/12-10/28/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00
42 WISN 10/16/12 10/30/12 10/30/12 HappyEnd Tue 8-9p :30 NM 1 \$3,000.00 Start Date End Date Weekdays Weekdays Spots/Week Rate \$3,000.00 Spot Ch Date Range Description 1 W/SN 10/15/12-10/21/12 HappyEnd Credited Start/End Time Weekdays Length Rate Type Tue 8-9p Tue 8-9p -Tu
Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 -1 1 \$3,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 W/SN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM Credited Week: 10/22/12 10/28/12 -1 1 \$3,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/22/12-10/28/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00
Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 -1 1 \$3,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 W/SN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM Credited Week: 10/22/12 10/28/12 -1 1 \$3,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/22/12-10/28/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 W/SN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM Credited Week: 10/22/12 10/28/12 -1 1 \$3,000.00 Tue 8-9p -Tu :30 \$3,000.00 Tue 8-9p -Tue 8-9p -Tu :30 \$3,000.00 NM 2 W/SN 10/22/12-10/28/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM
1 W/SN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM Credited Week: 10/22/12 10/28/12 -1 1 \$3,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/22/12-10/28/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00
Credited Week: 10/22/12 10/28/12 -1 1 \$3,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/22/12-10/28/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM
Week: 10/22/12 10/28/12 -1 1 \$3,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/22/12-10/28/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/22/12-10/28/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM
2 WISN 10/22/12-10/28/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14
Week: 10/29/12 11/04/12 -1 1 \$3,000.00
42 MICN 40/27/42 40/27/42 College Feeball Comp. #0. 0000
43 WISN 10/2//12 10/2//12 College Football Game #2 230p-6p :30 NM 1 \$7,000.00 Start Date End Date Weekdays Spots/Week Rate
Week: 10/22/12 10/28/121- 1 \$7,000.00
44 MICH 14/02/42 14/02/42 ADD Date: Only F 1/1 T 1900
44 WISN 1703/12 11703/12 ABC Prime College Footbal 7-1030p :30 NM 2 \$2,600.00 <u>Start Date End Date Weekdays Spots/Week</u> Rate
Week: 10/29/12 11/04/122- 2 \$1,300.00
N 45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM 3 \$8,800.00
Start Date End Date Weekdays Spots/Week Rate
Week: 10/22/12 10/28/122 2 \$225.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type</u>
1 W/SN 10/22/12-10/28/12 Sun 9-930A 9-930ASt :30 \$225.00 NM
See MG 45.3,45.4,45.5
2 WISN 10/22/12-10/28/12 Sun 9-930A 9-930ASt :30 \$225.00 NM
See MG 45.3,45.4,45.5 3 WISN 10/30/12-10/30/12 World News Tonight M-Su 530-6p -Tu ;30 \$4,000.00 NM
3 WISN 10/30/12-10/30/12 World News Tonight M-Su 530-6p -Tu ;30 \$4,000.00 NM ♠ MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1
4 WISN 10/31/12-10/31/12 World News Tonight M-Su 530-6p w :30 \$4,000.00 NM
(h) MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1
5 WISN 11/03/12-11/03/12 College Football Game #1 11a-230Sa :30 \$800.00 NM
(h) MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1

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Contract / Revision Alt Order # 939457 / 11 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

Spots/ *Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p :30 NM Ò \$0.00 Start Date <u>Weekdays</u> End Date Spots/Week Rate Week: 10/22/12 10/28/12 \$350.00 Spot Ch Date Range Description Start/End Time Weekdays **Length** Rate Type 1 WISN 10/22/12-10/28/12 General Hospital 2-3pm/1-2p :30 \$350.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 47 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p :30 NM \$350.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$350.00 1 WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM \$6,400.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$1,600.00 Week: 10/22/12 10/28/12 1----\$1,600.00 Week: 10/29/12 11/04/12 1----\$1,600.00 Week: 11/05/12 11/11/12 1----\$1,600.00 WISN 10/15/12 11/05/12 The View 10-11am 30 NM 3 \$1,500.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/15/12 10/21/12 1-----\$500.00 1 Week: 10/22/12 10/28/12 \$500.00 Spot Ch Date Range Description Start/End Time Weekdays **Length** Rate <u>Type</u> 2 WISN 10/22/12-10/28/12 The View 10-11am :30 \$500.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/29/12 11/04/12 1----1 \$500.00 Week: 11/05/12 11/11/12 1----1 \$500.00 WISN 11/06/12 11/06/12 The View 10-11am :30 NM \$500.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$500.00 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P 30 NM \$900.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$225.00 1 Week: 10/22/12 10/28/12 1 \$225.00 Week: 10/29/12 11/04/12 1----1 \$225.00 1----Week: 11/05/12 11/11/12 1 \$225.00 52 WISN 10/29/12 11/05/12 3-4p 3-4p :30 NM \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1----\$500.00 1 Week: 11/05/12 11/11/12 \$500.00 1 53 WISN 11/06/12 11/06/12 3-4p :30 NM \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----1 \$500.00 WISN 10/29/12 11/05/12 DR. OZ 4P-5P :30 NM 2 \$1,200.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1----1 \$600.00 Week: 11/05/12 11/11/12 \$600.00 WISN 10/15/12 News M-F 5p 11/05/12 5-530pm :30 NM 4 \$4,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 \$1,000.00 10/21/12 1 Week: 10/22/12 10/28/12 \$1,000.00 1 Week: 10/29/12 11/04/12 1 \$1,000.00

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Contract / Revision Alt Order# 939457 06262067 / 11 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

Spots/		
Mook	Doto	

						Spot	s/			
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Wee		Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					•	41,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$350.00				1		
Week: 11/05/12	11/11/12		1	\$350.00						
57 WISN 10/08			· .	6-630pm		:30		NM	5	\$6,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week	Rate				1		
Week: 10/15/12	10/14/12	1	1	\$1,200.00						
Week: 10/12/12	10/28/12	1	1	\$1,200.00 \$1,200.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/										
Start Date	End Date	Weekdays	Spots/Week	6-7A		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/	/12 11/06/	12 News M-F	6a	6-7A		:30		NM	1	£1 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	ı	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/	/12 11/05/	12 Entertainm	ent Tonight	630p-7pm		:30		NM	2	\$1,700.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					_	V1,100.00
Week: 10/22/12	10/28/12	1	1	\$850.00				I		
	te Range	Descriptio	_	Start/End Time	<u>Weekday</u>		Rate	<u>Type</u>		
1 WISN 10			nent Tonight	630p-7pm	M	:30	\$850.00	NM		
Week: 10/29/12	4.0,34.7,34.0 11/04/12	1	11,34.12,34.13,3 1	4.14 \$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00 \$850.00						
61 WISN 10/08/			· A							
Start Date	/12 11/05/ ⁻ End Date	Weekdays	ning America	7-9a		:30		NM	5	\$5,000.00
Week: 10/08/12	10/14/12	1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12	1	i	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06/	12 11/06/	12 Good Morr	ino America	7-9a		:30		NIA A	4	64 665 66
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
63 WISN 10/15/	12 11/05/	12 LIVE WITH	KELLY!	9-10am		:30		NM	4	\$1,900,00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1 4 1 4 1	-+	\$1,800.00
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
64 WISN 10/06/	12 10/06/	12 PostBadge	ır	PostBadger		:30		NM	1	\$1,000.00
				•		- 		, s	*	+1,000,00

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	Contract / Revision 939457 / 11	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria		riginal Date / Revision 10/29/12 / 10/29/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate 7	ype Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 S- 1	<u>Rate</u> \$1,000.00		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, arrount
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort Start Date	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM 1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM 1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a Start Date	456-6AM <u>Rate</u> \$250.00	:30	NM 1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM 1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM 2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	VM 1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	INSIDE HUD 1035 _I <u>Rate</u> \$250.00	:30	VM 1	\$250.00
		Totals	339	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	230	\$210,650.00	\$179,052.50		
10/29/12 -11/06/12	109	\$110,650.00	\$94,052.50		
Totals	339	\$321,300.00	\$273,105,00		

Signature: Date:	Date:
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CONTRACT

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 1 12 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision **Democratic Senatorial Campaign Committee** 11/01/12 / 11/01/12 Billing Calendar Billing Cycle Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Print Date 11/01/12

		Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type S _I	pots	Amount
N 1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30		NM	7	\$2,450.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					,
Week: 10/01/12	\$350.00					
Week: 10/08/12	\$350.00					
Week: 10/15/12	\$350.00					
Week: 10/22/12 10/28/12 -TWTF 2	\$350.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
8 WISN 10/22/12-10/28/12 General Hospital	2-3pm/1-2p	-TuWThF :30	\$350.00	NM		
See MG 45.3,45.4,45.5						
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
9 WISN 10/29/12-11/04/12 General Hospital	2-3pm/1-2p	-TuWThF :30	\$350.00	NM		
See MG 57.6,57.7,57.8						
10 W/SN 10/29/12-11/04/12 General Hospital	2-3pm/1-2p	-TuWThF :30	\$350.00	NM		
See MG 57.6,57.7,57.8						
E 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30		NM	11	\$17,600.00
Start Date End Date Weekdays Spots/Week	Rate			ŀ		
Week: 10/01/12	\$1,600.00					
Week: 10/08/12 10/14/12 -TWTF 2	\$1,600.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10						
4 W/SN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10	·	-TuWThF :30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TwTF 4	\$1,600.00	-TuWThF :30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF 4 Week: 10/22/12 10/28/12 -TWTF 3	\$1,600.00 \$1,600.00			NM		
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF 4 Week: 10/22/12 10/28/12 -TWTF 3 Spot Ch Date Range Description	\$1,600.00 \$1,600.00 <u>Start/End Time</u>	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF 4 Week: 10/22/12 10/28/12 -TWTF 3 Spot Ch Date Range Description 10 WISN 10/22/12-10/28/12 Late News 10PM	\$1,600.00 \$1,600.00 <u>Start/End Time</u> 10-1030p	Weekdays Length				
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12	\$1,600.00 \$1,600.00 <u>Start/End Time</u> 10-1030p	Weekdays Length -TuwThF :30	Rate \$1,600.00	<u>Type</u> NM		
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12	\$1,600.00 \$1,600.00 <u>Start/End Time</u> 10-1030p	Weekdays Length -TuwThF :30	<u>Rate</u>	<u>Type</u>		
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12	\$1,600.00 \$1,600.00 <u>Start/End Time</u> 10-1030p	Weekdays Length -TuwThF :30	Rate \$1,600.00	<u>Type</u> NM		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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11/01/12 / 11/01/12



4 WISN 10/15/12-10/21/12 Nightline

MG for 3.7,13.6,13.7,5.3

(H) MG for 3.7,13.6,13.7,5.3

MG for 3.7,13.6,13.7,5.3

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Spot Ch

See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14

-TWTF--

-TWTF--

Weekdays

-TWTF--

-TWTF--

Description

ANDERSON COOPER

9 WISN 10/21/12-10/21/12 World News Tonight

10 WISN 10/28/12-10/28/12 World News Tonight

11 WISN 10/21/12-10/21/12 News Sun 7-9a

10/28/12

11/04/12

7 WISN 10/29/12-11/04/12 Nightline

End Date

10/07/12

10/14/12

11/02/12

Date Range

See MG 57.6,57.7,57.8

WISN 10/02/12

Start Date

Contract / Revision Alt Order # 939457 / 12 06262067 Contract Dates **Product** Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type:	Spots	Amount
Start Date <u>End Date</u> Weekdays Spots/Week	Rate				
E 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	10	\$5,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		,		40,000.00
Week: 10/01/12 10/07/12 -TwTF 2	\$500.00				
Week: 10/08/12 10/14/12 -TWTF 2	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate Type</u>		
3 W/SN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30	\$500.00 NM		
See MG 11.15,11.16,11.17					
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30	\$500.00 NM		
See MG 11.15,11.16,11.17					
Week: 10/15/12 10/21/12 -TWTF 3	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate Type</u>		
5 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30	\$500.00 NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3					
7 WISN 10/15/12-10/21/12 The View	10-11am	-тиWThF :30	\$500.00 NM		
See <i>MG 5.9,5.10,5.11</i> Week: 10/22/12	#500.00				
Week: 10/22/12	\$500.00				
	\$500.00				
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM .	5	\$4,750.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 1	Rate				
	\$950.00				
	\$950.00				
	\$950.00				
	\$950.00				
	\$950.00				
N 5 WISN 10/02/12 11/02/12 Nightline	11p-1130p	:30	NM	8	\$7,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				** , .00.00
Week: 10/01/12	\$750.00		i		
Week: 10/08/12	\$750.00				
Week: 10/15/12 10/21/12 -TWTF 2	\$750.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate Type</u>		
3 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30	\$750.00 NM		
See MG 5.9,5.10,5.11					

Democratic Senatorial Ca

(* Line Transactions: N = New, E = Edited, D = Deleted)

11p-1130p

*Sun 5-530p

*Sun 5-530p

\$750.00

\$750.00

11p-1130p

M-F 11A-12P

<u>Rate</u>

\$225.00

\$225.00

Start/End Time

7-9am

2

2

Spots/Week

2

2

-TuWThF----

-----St

-----St

Weekdays

-TuWThF----

\$750.00

\$1,500.00

\$1,500.00

\$650.00

Rate

\$750.00

NM

NM

NM

NM

Type

NM

NM

14

\$3,150.00

:30

:30

:30

:30

Length

:30

:30

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Contract / Revision Alt Order # 939457 / 12 06262067 Contract Dates Product

Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

						Spo	ts/			
*Line Ch Start D		ate Descriptio	n	Start/End Time	Days L	ength Wee		Type 9	Spots	Amount
<u>Start Date</u> Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12 Week: 10/29/12	11/04/12	-TWTF -TWTF	3 4	\$225.00 \$225.00						
7 WISN 10/09/1										
Start Date	End Date	Weekdays	/ Spots/Week	12P-1P		:30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	<u> </u>	<u>Rate</u> \$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/1		2 KATIE COL	JRIC	M-F 2-3P	******	:30	w	NM	10	\$4,000.00
	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						+ 1,000.00
	10/07/12	-TWTF	2	\$400.00						
	10/14/12	-TWTF	2	\$400.00				ŀ		
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2	\$400.00						
	10/28/12 11/04/12	-TWTF -TWTF	2 2	\$400.00						
				\$400.00		***********				
9 WISN 10/02/1: <u>St</u> art Date		- P	0	3-4p		:30		NM	10	\$5,000.00
Week: 10/01/12	End Date 10/07/12	Weekdays -TWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$500.00						
	10/14/12	-TWTF	2	\$500.00						
	10/21/12	-TWTF	2	\$500.00						
	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
N 10 WISN 10/02/1:	2 11/02/1	2 DR. OZ	****	4P-5P		:30		NM	9	\$5 400 00
	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	9	\$5,400.00
	10/07/12	-TWTF	2	\$600.00				İ		
	10/14/12	-TWTF	2	\$600.00						
	10/21/12	-TWTF	2	\$600.00						
	10/28/12	-TWTF	2	\$600.00						
	11/04/12 : Range	-TWTF	2	\$600.00			_			
10 WISN 10/2		Description 12 DR. OZ		Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	<u>Type</u>		
See MG 57.0		12 DN. 02		4P-5P	-TuWThF	:30	\$600.00	NM		
E 11 WISN 10/02/12	***************************************	2 News M-F 5	n	5-530pm		.20	······································			045
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		MM	14	\$15,200.00
	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
	Range	<u>Description</u>		Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Туре</u>		
		12 News M-F 5	5 <i>p</i>	5-530pm	-TuWThF	:30	\$1,000.00	NM		
See MG 11.1			_							
4 W/SN 10/06 See MG 11.1		12 News M-F 5	op .	5-530pm	-TuWThF	:30	\$1,000.00	NM		
15 WISN 10/1			Tonight	M-Su 530-6p	Th- 	:30	\$3,000.00	NM		
MG for 13.5,	11.3,11.4,3.	4,3.3	Ū			.00	45,000.00	IMMI		
16 WISN 10/13	3/12-10/13/1	2 College Foo	tball Game #1	11a-230	Sa	:30	\$700.00	NM		
MG for 13.5,							-			
17 WISN 10/12			nel	1130-1230a	F	:30	\$500.00	NM		
⊕ MG for 13.5,			^	04 000 00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						

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Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeSpots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12	\$1,000.00			
Spot Ch Date Range Description 9 WISN 10/22/12-10/28/12 News M-F 5p	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	5-530pm 4-14	-TuWThF :30 \$ 1,000.00	NM	
Week: 10/29/12 11/04/12 -TwTF 3	\$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30	NM 15	Ø5 050 cc
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 15	\$5,250.00
Week: 10/01/12	\$350.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$350.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00			
Week: 10/22/12	\$350.00			
	\$350.00			
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM 8	\$9,600.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$1,200.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuwThF :30 \$1,200.00	NM	
See MG 11.15,11.16,11.17	•	100 \$1,200.00	'*'"	
Week: 10/15/12	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
6 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF - :30 \$ 1,200.00	NM	
See MG 5.9,5.10,5.11 7 WISN 10/15/12-10/21/12 News M-F 6p	6 600	Tuliffly on account		
See MG 5.9,5.10,5.11	6-630pm	-TuWThF :30 \$ 1,200.00	NM	
8 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	N/A	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34		.50 \$1,200,00	NM	
Week: 10/22/12	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
11 W/SN 10/22/12-10/28/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM	
See MG 45.3,45.4,45.5 Week: 10/29/12 11/04/12 -TwTF 3	04 000 44			
Week: 10/29/12 11/04/12 -TwTF 3 Spot Ch Date Range Description	\$1,200.00	TAGE TELESTICATION OF THE PROPERTY OF THE PROP		
14 W/SN 10/29/12-11/04/12 News M-F 6p	Start/End Time 6-630pm	Weekdays Length Rate	Type	
See MG 57.6,57.7,57.8	0-030pm	-TuWThF :30 \$1,200.00	NM	
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	.20	,	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 15	\$15,000.00
Week: 10/01/12	\$1,000.00			
Week: 10/08/12	\$1,000.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			
Week: 10/22/12 10/28/12 -TwTF 3	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00			
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM 7	\$5,950.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$850.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate		
1 W/SN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	Weekdays Length Rate -TuWThF :30 \$850.00	Type	
See MG 23.6			NM	
Week: 10/08/12	\$850.00			

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Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 Democratic Senatorial Ca / 11/01/12

Spots/						
*Line Ch Start Date End Date Description	Start/End Time	Days Length We		Type Spots	Amount	
Start Date End Date Weekdays Spots/Week	Rate					
Spot Ch Date Range Description 4 WISN 10/08/12-10/14/12 Entertainment Tonight	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
See MG 31.6	630p-7pm	-TuWThF :30	\$ 850.00	NM		
Week: 10/15/12	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
6 WISN 10/15/12-10/21/12 Entertainment Tonight	630p-7pm	-TuWThF :30	\$85 0.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/22/12 10/28/12 -TwTF 2						
Week: 10/22/12	\$8 <i>5</i> 0.00 Start/End Time	Mantalana I	5.1	_		
8 WISN 10/22/12-10/28/12 Entertainment Tonight	630p-7pm	Weekdays Length -TuWThF :30	<u>Rate</u> \$850.00	Type		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34		10H1HH ,50	φ ουυ:υυ	NM		
Week: 10/29/12	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
11 W/SN 10/29/12-11/04/12 Entertainment Tonight	630p-7pm	-TuWThF :30	\$850.00	NM		
See MG 57.6,57.7,57.8						
16 WISN 10/02/12 11/02/12 Good Morning America Start Date End Date Weekdays Spots/Week	7-9a	:30		NM 21	\$21,000.00	
Week: 10/01/12 10/07/12 -TWTF 3	<u>Rate</u> \$1,000.00					
Week: 10/08/12	\$1,000.00					
Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00					
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00					
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00					
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30		NM 14	\$6,300.00	
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$4 <i>5</i> 0.00					
Week: 10/08/12 10/14/12 -TWTF 2	\$4 <i>5</i> 0.00					
Week: 10/15/12 10/21/12 -TWTF 3	\$4 <i>5</i> 0.00					
Week: 10/22/12	\$450.00					
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00					
E 18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30		NM 0	\$0.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	Rate				4	
Week: 10/22/12	\$3,000.00 Start/End_Time	Maakdaya Laash	Dete	-		
1 WISN 10/22/12-10/28/12 2020	Fri 9-10p	Weekdays Length	<u>Rate</u> \$3,000.00	<u>Type</u> <i>NM</i>		
See MG 45.3,45.4,45.5	, ,, o , op	150	40,000.00	IVIVI		
N 19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30		NM 3	\$15,000.00	
Start Date End Date Weekdays Spots/Week	Rate	.00			\$15,000.00	
Week: 10/08/12 10/14/12 1 1	\$5,000.00					
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$5,000.00					
vveek: 10/22/12 10/28/12 1 1 Spot Ch Date Range Description	\$5,000.00 Start/End Time	Weekdays Length	Data			
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	Weekdays Length M:30	<u>Rate</u> \$5.000.00	<u>Type</u> <i>NM</i>		
See MG 19.6	c Gardi	.50	90;000:00	TVIVI		
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	м: :30	\$5,000.00	NM		
® See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.						
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$5,000.00					
Spot Ch Date Range Description	\$5,000.00 Start/End Time	Maakdaya 1 andt	Data	1		
5 WISN 11/05/12-11/11/12 Dancing	Prime Other	Weekdays Length	<u>Rate</u> \$5,000.00	<u>Type</u> NM		
See MG 57.6,57.7,57.8	· · · · · · · · · · · · · · · · · · ·	.50	ψυ , υυσ.ου	1,4141		
			700	 1		

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Contract / Revision Alt Order # 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount 20 WISN 10/22/12 10/29/12 Castle Mon 9-10p :30 NM \$0.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$4,000.00 1 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/22/12-10/28/12 Castle Mon 9-10p :30 \$4,000.00 NM Credited Week: 10/29/12 11/04/12 \$4,000.00 Spot Ch Date Range Description Start/End Time **Weekdays** Length Rate <u>Type</u> 2 WISN 10/29/12-11/04/12 Castle Mon 9-10p :30 \$4,000.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/01/12 10/07/12 ----1-\$600.00 1 Week: 10/08/12 10/14/12 ----1-1 \$600.00 Week: 10/15/12 10/21/12 ----1-1 \$600.00 Week: 10/22/12 10/28/12 ____1_ \$600.00 Week: 10/29/12 11/04/12 ----1-\$600.00 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM \$6,500.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/08/12 10/14/12 ----1**-**\$6,500.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/08/12-10/14/12 College Football Game #2 230p-6p -----Sa--:30 \$6,500.00 NM See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER 230p-6p :30 -----Sa--\$6,500.00 NM MG for 22.1 10/13 23 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM \$7,750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----1-\$500.00 Spot Ch Date Range Description Start/End Time Weekdays 1 Length <u>Type</u> Rate 1 WISN 10/01/12-10/07/12 News Sa 6p-630p 6-630pm -----Sa--:30 \$500.00 NM See MG 23.6 6 WISN 10/01/12-10/07/12 Late News 1030PM 1030p-11p MTuWThF----:30 \$1,350.00 NM MG for 15.1,23.1 Week: 10/08/12 10/14/12 \$500.00 Spot Ch Date Range **Description** Start/End Time Weekdays Length Rate Type 2 WISN 10/08/12-10/14/12 News Sa 6p-630p 6-630pm -----Sa--:30 \$500,00 NM See MG 23.7, 23.8, 23.9, 23.10 7 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p ---WThF----:30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 8 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p ---WThF----:30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 9 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p ---WThF----:30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar M-Su 6-1030PM ----sa--:30 \$900.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/21/12 ----1-1 \$500.00 Week: 10/22/12 10/28/12 1 \$500.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Туре 4 WISN 10/22/12-10/28/12 News Sa 6p-630p -------Sa--6-630pm \$500.00 NM See MG 45.3,45.4,45.5 Week: 10/29/12 11/04/12 \$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

*line Ch Oted Data End Data Departure	O	Spot				
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	k Rate	TypeS	Spots	Amount
Start Date	Rate					
Start Date End Date Weekdays Spots/Week	456-6AM <u>Rate</u>	:30		NM	4	\$800.00
Week: 10/08/12 10/14/121 1	\$200.00					
Week: 10/15/12 10/21/121- 1	\$200.00					
Week: 10/22/12 10/28/121- 1	\$200.00			- 1		
Week: 10/29/12 11/04/121- 1	\$200.00					
E 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> \$700.00					
Week: 10/08/12 10/14/121- 1	\$700.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30	\$700.00	NM		
See MG 23.7,23.8,23.9,23.10						
Week: 10/15/12 10/21/121- 1	\$700.00					
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 3 WISN 10/15/12-10/21/12 News Sa 6p-630p	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	6-630 <i>p</i> m	Sa :30	\$700.00	NM		
Week: 10/22/12 10/28/121- 1	\$700.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
4 WISN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30	\$700.00	NM		
See MG 45.3,45.4,45.5						
Week: 10/29/12 11/04/121- 1	\$700.00					
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30		NM	5	\$3,000.00
Start DateEnd DateWeekdaysSpots/WeekWeek:10/01/1210/07/121-1	<u>Rate</u> \$600.00					
Week: 10/08/12 10/14/121- 1	\$600.00					
Week: 10/15/12 10/21/121- 1	\$600.00					
Week: 10/22/12 10/28/121- 1	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00					
E 27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate					44.44
Week: 10/15/12 10/21/121- 1 Spot Ch Date Range Description	\$500.00	Mary Later and the state of the		_		
Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 SA 630-7p	Start/End Time 630p-7p	Weekdays Length	Rate	<u>Type</u>		
See MG 23.7,23.8,23.9,23.10	030p-1p	Sa :30	\$500.00	NM		
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>		
2 WISN 10/29/12-11/04/12 SA 630-7p	630 <i>p-7p</i>	Sa :30	\$50 0.00	NM		
See MG 23.7,23.8,23.9,23.10						
E 28 WISN 10/13/12 10/27/12 Sat 630-7p Start Date End Date Weekdays Spots/Week	<i>6</i> 30-7p	:30		NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1- 1	<u>Rate</u> \$1,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
1 WISN 10/08/12-10/14/12 Sat 630-7p	630-7p	Sa :30	\$1,000.00	NM		
See MG 28.3,28.4	•					
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30	\$500.00	NM		
	1120 1020-	waterland on	0500.00			
4 WISN 10/16/12-10/19/12 Jimmy Kimmel → MG for 28.1 10/13	1130-1230a	-TuWThF :30	\$500.00	NM		
- me tot met 10/10				1		

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Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates **Product** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 11/01/12 / 11/01/12

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	7 tirrount
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/121- 1	\$1,000.00			
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 2 W/SN 10/22/12-10/28/12 Sat 630-7p	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 W/SN 10/22/12-10/28/12 Sat 630-7p See MG 45.3,45.4,45.5	630-7p	Sa :30 \$1,000.00	NM	
	7 4020-	.00		
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week	Rate	:30	NM 3	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$1,000.00			
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/122- 2	\$1,000.00			
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM 4	\$1,800.00
Start Date End Date Weekdays Spots/Week	Rate			, ,
Week: 10/08/12 10/14/121- 1	\$450.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$450.00			
Week: 10/29/12 11/04/121- 1	\$450.00 \$450.00			
N 31 WISN 10/07/12 11/04/12 Late News 10pm	777777777	.20		.=
Start Date End Date Weekdays Spots/Week	10p-1030p Rate	:30	NM 4	\$7,250.00
Week: 10/01/12 10/07/121 1	\$1,600.00			
Week: 10/08/12 10/14/121 1	\$1,600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays <u>Length</u> <u>Rate</u>	<u>Type</u>	
2 W/SN 10/08/12-10/14/12 Late News 10pm	10p-1030p	St :30 \$1,600.00	NM	
See <i>MG 31</i> .6 6 WISN 10/15/12-10/15/12 World News Tonight	M C., E30 C-	M :00 #2.450.00		
(b) MG for 31.2,15.4	M-Su 530-6p	M :30 \$2,450.00	NM	
Week: 10/15/12 10/21/121 1	\$1,600.00			
Week: 10/22/12 10/28/121 1	\$1,600.00			
Week: 10/29/12 11/04/121 1	\$1,600.00		- 1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
5 W/SN 10/29/12-11/04/12 Late News 10pm	10p-103 <i>0</i> p	St :30 \$1,600.00	NM	
See MG 57.6, 57.7, 57.8				
N 32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p	:30	NM 3	\$2,850.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1	Rate			
Week: 10/15/12 10/21/121 1	\$950.00 \$950.00			
Week: 10/22/12 10/28/121 1	\$950.00			
Week: 10/29/12 11/04/121 1	\$950.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
4 W/SN 10/29/12-11/04/12 Late News SU 1030PM	1030 <i>p-11p</i>	Si :30 \$950.00	NM	
See MG 57.6,57.7,57.8				
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM	:30	NM 4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate			
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$200.00 \$200.00			
Week: 10/22/12 10/28/121 1	\$200.00			
Week: 10/29/12 11/04/121 1	\$200.00			
E 34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	:30	NM 13	\$23,650,00
Start Date	Rate	.00	1400	\$20,000.00
Week: 10/01/12 10/07/121 1	\$500.00			
			_	

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11/01/12 / 11/01/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 12	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	lOr	iginal Date / Revision

Democratic Senatorial Ca

				<u> </u>						
						Spc	ite/			
*Line Ch Start	Date End D	ate Descriptio	ın	Start/End Time	Davs L	ength We.		Type Cr	oto	A
Start Date	End Date	Weekdays			Days L	engur vve	ek Rate	Type Sp	ols	Amount
Week: 10/08/12	10/14/12	<u>vveekoays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
	ate Range	Description	· ·	Start/End Time	Weekdays	<u>Length</u>	Pata	Tuno		
		1/12 News Sun	-	530-6p		•	<u>Rate</u> \$500-00	<u>Type</u> NM		
			1,34.12,34.13,34	•		30 .50	\$00.00	IVIVI		
6 WISN 10	/29/12-11/02	/12 3-4p	1,04.72,04.70,0	3-4p	MTuWThF	:30	\$1,350.00	NM		
			5.3.2.10.15.8.15.	6,46.1,3.5,5.4,20.2		.00	\$1,000.00	11111		
7 WISN 10	/25/12-10/25	/12 LastResort	t	Thu 7-8p	Th	:30	\$3,400.00	NM		
MG for 19	.6,60.1,11.9,4	42.2,49.2,13.8,25	5.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2	,34.3		•	1		
		/12 DR. OZ		4P-5P	MTuWThF	:30	\$1,275.00	NM		
			5.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2	,34.3					
		/12 DR. OZ		4P-5P	MTuWThF	:30	\$1,275.00	NM		
(b) MG for 19.	.6,60.1,11.9,4	12.2,49.2,13.8,25	5.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2	•					
			IUAL CMA AWAI		Th	:30	\$12,000.00	NM		
				6,46.1,3.5,5.4,20.2						
		/12 Jimmy Kim		1130-1230a / 11		:30	\$250.00	NM		
		12.2,49.2,13.6,20 /12		6,46.1,3.5,5.4,20.2 1130-1230a / 11		:30	¢250.00	8184		
				6,46.1,3.5,5.4,20.2			\$250.00	NM		
		/12 Jimmy Kim		1130-1230a / 11		:30	\$250.00	NM		
				6,46.1,3.5,5.4,20.2		.50	Ψ250.00	14141		
14 WISN 10	/28/12-10/28	/12 Late News	Rotation	M-F/Su 10p-11p		·St :30	\$1,600.00	NM		
				6,46.1,3.5,5.4,20.2			4. ,200.00			
Week: 10/22/12	10/28/12	1	1	\$500.00	,					
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30	·	NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			Ū	Ψ2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00				1		
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00				ı		
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21.	/12 10/21/1	12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						1-,000.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07	/12 11/04/	12 News Sun 7	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		-				, _ 0 0 10 0
Week: 10/01/12	10/07/12	1	1 _	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14	/12 11/04/	12 This Week	With George Ste	p930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
E 39 WISN 10/09/	/12 10/23/1	l2 DanceResu	ilts	Tue 7-8p		:30		NM	3	\$12,500.00
				-				•		

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Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

		Spot	s/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee		Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 -1 1	Rate				
vveek: 10/08/12 10/14/12 -1 1 Spot Ch Date Range Description	\$5,000.00 Start/End Time	Mookdovo Loneth	D-4-	_	
1 W/SN 10/08/12-10/14/12 DanceResults	Tue 7-8p	Weekdays Length -Tu :30	Rate	<u>Type</u>	
See MG 39.3,39.4	rue r-op	-1430	\$5,000.00	NM	
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu :30	\$5,000.00	NM	
→ MG for 40.2,39.1			φ-,	1377	
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu: :30	\$2,500.00	NM	
⊕ MG for 40.2,39.1					
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 -1 1	\$0.00				
	\$5,000.00				
E 40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30		NM 1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	Rate				
Spot Ch Date Range Description	\$2,500.00 Start/End Time	Maakdaya Laasth	D.1.		
1 W/SN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	Weekdays Length -Tu :30	Rate	<u>Type</u>	
See MG 40.3	10c 0-3p	-1430	\$ 2,500.00	NM	
3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30	\$ 2,5 00.00	NM	
⊕ See MG 40.4		,,,,	Ψ <u>2</u> ,000.00	, , , , ,	
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM	
⊕ MG for 40.3 10/02					
Week: 10/08/12 10/14/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
2 WISN 10/08/12-10/14/12 HappyEnd See MG 39.3,39.4	Tue 8-9p	-Tu: :30	\$ 2,500.00	NM	
N 41 WISN 10/02/12 10/30/12 PrivatePractice	—				
Start Date End Date Weekdays Spots/Week	Tue 9-10p	:30		NM 1	\$2,200.00
Week: 10/01/12 10/07/12 -1 1	<u>Rate</u> \$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
1 W/SN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30	\$ 2,200.00	NM NM	
See MG 41.4	ĺ		<i>1</i> -,-0000	'''']	
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30	\$2,200.00	NM.	
MG for 41.1 10/02					
Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/12 -1 1	\$0.00				
	\$2,200.00	341 1 1	_		
Spot Ch Date Range Description 2 W/SN 10/15/12-10/21/12 PrivatePractice	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
Credited Credited	Tue 9-10p	-Tu :30	\$ 2,200.00	NM	
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
3 W/SN 10/29/12-11/04/12 PrivatePractice	Tue 9-10p	-Tu :30	\$2.200.00	NM	
See MG 57.6,57.7,57.8	,		V =/=00/00	,,,,,,	
E 42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				ΨΟ,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Туре</u>	
1 W/SN 10/15/12-10/21/12 HappyEnd Credited	Tue 8-9p	-Tu :30	\$3,000.00	NM	
Week: 10/22/12 10/28/12 -1 1	£3 000 00				
	\$3,000.00			l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week R	ate Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 2 WISN 10/22/12-10/28/12 HappyEnd See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Start/End Time</u> Tue 8-9p 1.14 \$3,000.00	<u>Weekdays</u> <u>Length</u> <u>R</u> -Tu :30 \$3,000	ate <u>Type</u>		
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	230p-6p <u>Rate</u> \$7,000.00	:30	NM	1	\$7,000.00
N 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122 2	<u>Rate</u> \$1,300.00	:30	MM	1	\$1,300.00
Spot Ch Date Range Description 2 W/SN 10/29/12-11/04/12 ABC Prime College Footbal See MG 57.6,57.7,57.8	Start/End Time 7-1030p	<u>Weekdays Length R</u> Sa :30 \$1,300	ate <u>Type</u> 00 NM		
E 45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30	NM	3	\$8,800.00
<u>Spot Ch Date Range Description</u> 1 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5	Start/End Time 9-930A	St :30 \$225	ate <u>Type</u> 00 <i>NM</i>		
2 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5	9-930.4	St :30 \$225	00 NM		
3 W/SN 10/30/12-10/30/12 World News Tonight • See MG 45.6	M-Su 530-6p	-Tu :30 \$4,000	00 NM		
4 WISN 10/31/12-10/31/12 World News Tonight ⊕ MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	M-Su 530-6p	W :30 \$4,000	MM 00		
5 WISN 11/03/12-11/03/12 College Football Game #1 MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	11a-230	Sa :30 \$800.	00 NM		
6 WISN 10/29/12-10/29/12 World News Tonight	M-Su 530-6p	M: :30 \$4,000.	MM 00		
E 46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	MM	0	\$0.00
Spot Ch Date Range Description	Start/End Time		ate <u>Type</u>		
1 WISN 10/22/12-10/28/12 General Hospital See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	2-3pm/1-2p	M: :30 \$350.	OO NM		
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	10.1		
Start Date End Date Weekdays Spots/Week	Rate	.50	NM	1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week	10-1030p	:30	MM	4	\$6,400.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00				
Week: 10/22/12 10/28/12 1 1	\$1,600.00				
Week: 10/29/12 11/04/12 1 1	\$1,600.00				
Week: 11/05/12 11/11/12 1 1	\$1,600.00	*****			
E 49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week	10-11am	:30	MM	3	\$1,500.00
Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$500.00		I		
Week: 10/22/12 10/28/12 1 1	\$500.00		I		
Spot Ch Date Range Description	Start/End Time		<u>ate Type</u>		
2 W/SN 10/22/12-10/28/12 The View See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.	10-11am .14	M: :30 \$500.	00 NM		

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1533



Contract / Revision Alt Order # 939457 06262067 / 12 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE

Original Date / Revision 11/01/12 / 11/01/12

Advertiser Democratic Senatorial Ca

						Spo	ts/			
	Date End D	ate Description	on	Start/End Time	Days	Length Wee	ek Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date	Weekdays 1	Spots/Week	Rate						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1 1	\$500.00				1		
			I	\$500.00						
50 WISN 11/06 Start Date	/12 11/06/ ⁻ End Date	12 The View Weekdays	Conta (Man)	10-11am		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	Spots/Week 1	<u>Rate</u> \$500.00						
51 WISN 10/15	/12 11/05/	12 ANDERSO	N COOPER	M-F 11A-12P		:30			4	
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	4	\$900.00
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29	/12 11/05/ ⁻	12 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	4.,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06				3-4p		:30		NM	1	\$500.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week	Rate						
	***************************************		1	\$500.00						
54 WISN 10/29, Start Date	/12 11/05/1 End Date		0	4P-5P		:30		MM	2	\$1,200.00
Week: 10/29/12	11/04/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
N 55 WISN 10/15/		2 News M-F		5-530pm		.20				
Start Date	End Date	Weekdays	Spots/Week	S-SSOPIN Rate		:30		NM	3	\$3,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
	te Range	<u>Description</u>	_	Start/End Time	Weekday	<u>/s Length</u>	<u>Rate</u>	<u>Туре</u>		
4 WISN 11		'12 News M-F	5 <i>p</i>	5-530pm	M	:30	\$1,000.00	NM		
	7.6,57.7,57.8			***************************************	····					
56 WISN 10/15/				5-6A		:30		NM	4	\$1,400.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week	Rate						•
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00 \$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
N 57 WISN 10/08/				····						
Start Date	End Date	Weekdays	op Spots/Week	6-630pm Rate		:30		MM	6	\$22,150.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 / 12 Contract Dates Product

Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot Ch</u> <u>Date Range</u> <u>Description</u>	Rate	Madala		
4 WISN 10/29/12-11/04/12 News M-F 6p	Start/End Time 6-630pm	<u>Weekdays Length Rate</u> M :30 \$1.200.00	<u>Type</u>	
See MG 57.6,57.7,57.8	0- <i>000pm</i>	™3 <i>0</i> ♦1,200.00	NM	
6 WISN 11/05/12-11/05/12 Dancing	Prime Other	M :30 \$10,000.00	NM	
MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.4,	31.5,1.9,1.10,57.5,5	57.4		
7 WISN 11/04/12-11/04/12 Once	Sun 7-8p	st :30 \$7,000.00	NM	
MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.4, 8 WISN 11/01/12-11/02/12 Late News 1030PM				
₩ MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.4,	1030p-11p	F :30 \$1,550.00	NM	
Week: 11/05/12 11/11/12 1 1	\$1.200.00	97. 4		
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> Rate	Туре	
5 WISN 11/05/12-11/11/12 News M-F 6p	6-630pm	M:30 \$1,200.00	NM	
See MG 57.6,57.7,57.8				
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	:30	NM 4	\$4,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	Rate			
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,000.00 \$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00		İ	
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30	NM 1	£4 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 1	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
E 60 WISN 10/22/12 11/05/12 Entertainment Tonight	630p-7pm	:30	NM 2	\$1,700.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			1 1,1 00.00
Week: 10/22/12	\$850.00	384 4.1	_	
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34		M :30 \$850.00	NM	
Week: 10/29/12 11/04/12 1 1	\$850.00			
Week: 11/05/12 11/11/12 1 1	\$850.00			
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a	:30	NM 5	\$5,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	-		ΨΦ,000.00
Week: 10/08/12 10/14/12 1 1	\$1,000.00			
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00 \$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM 1	£4 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 1	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$1,800.00
Start Date End Date Weekdays Spots/Week	Rate			+ 1,000.00
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$450.00			
Week: 10/29/12 11/04/12 1 1	\$450.00 \$450.00			
Week: 11/05/12 11/11/12 1 1	\$450.00 \$450.00			
64 WISN 10/06/12 10/06/12 PostBadger		.20		
Start Date End Date Weekdays Spots/Week	PostBadger Rate	:30	NM 1	\$1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00			

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11/01/12 / 11/01/12

328

\$321,300.00



	Contract / Revision 939457 / 12	Alt Order # 06262067	
Contract Dates	Product	Estimate #	_
10/02/12 - 11/06/12	DSCC-IE	1533	
Advertiser		iginal Date / Revision	

Totals

*Line Ch Start Date End Date Description	Start/End Time D	Spots/ Pays Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate	ayo Longai Wook Nate	Турсороіз	Amount
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/125- 1	630-7p, 6-630p Rate \$1,500.00	:30	NM 1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM 1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM 1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM 1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM 1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM 2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/125- 1	INSIDE HUD 1035 <u>Rate</u> \$250.00	:30	NM 1	\$250.00

Democratic Senatorial Ca

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	230	\$210,650.00	\$179,052.50
10/29/12 -11/06/12	98	\$110,650.00	\$94,052.50
Totals	328	\$321,300.00	\$273,105.00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233

Main: (414)342-8812 Billing: (781)433-4283

www.wisn.com

Billing Address:

Great American Media Attention: Accounts Payable 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Send Payment To:

WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

	Invoice#	Invoice Date	Invoice Month	Invoice Period
	939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

<u>Station</u>	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Flight Dates	Order #	Alt Order #
10/02/12 - 11/06/12	939457	06262067
Billing Calendar	Billing Type	Deal #
		DOG. 17
Broadcast	Cash	
Special Handling		
IDB#	Advertiser Code	Product Code
8091	49	53
(A	10 1 16 (5) - 6	
Agency Ref	Advertiser Ref	
	1	

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.5	n	Λ	t	c

1 10/02/12	Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
Spots: #Ch Day Air Date Air Time Description 2 WISN W 10/03/12 1.24 PM General Hospital 2-3pm/1-2p 30 DSCC12WI03TH \$350.00 NM 1 WISN Th 10/04/12 1.26 PM General Hospital 2-3pm/1-2p 30 DSCC12WI03TH \$350.00 NM Weeks: Start Date End Date MTWTESS Spots/Week 10/06/12 10/14/12 -TWTF 2 30 DSCC12WI03TH \$350.00 NM Rate Type 30 DSCC12WI03TH \$350.00 NM Spots 2-3pm/1-2p 30 DSCC12WI03TH \$350.00 NM Spots 2-3pm/1-2p 30 DSCC12WI03TH \$350.00 NM Spots 2-3pm/1-2p 30 DSCC12WI04TH \$350.00 NM Spots 10/12/12 1.22 PM General Hospital 2-3pm/1-2p 30 DSCC12WI04TH \$350.00 NM Spots 10/12/12 1.22 PM General Hospital 2-3pm/1-2p 30 DSCC12WI04TH \$350.00 NM Spots 10/12/12 1.22 PM General Hospital 2-3pm/1-2p 30 DSCC12WI04TH \$350.00 NM Spots 10/12/12 1.25 PM General Hospital 2-3pm/1-2p 30 DSCC12WI04TH \$350.00 NM Spots 10/12/12 1.25 PM General Hospital 2-3pm/1-2p 30 DSCC12WI04TH \$350.00 NM Spots 10/12/12 1.25 PM General Hospital 2-3pm/1-2p 30 DSCC12WI05TH \$350.00 NM Spots 10/12/12 1.25 PM General Hospital 2-3pm/1-2p 30 DSCC12WI05TH \$350.00 NM Spots 10/12/12	1	10/02/12	11/02/12	General Hospital	2-3pm/1-2p	-TWTF	:30	2	\$350.00	NM	,
Spots: # Ch											
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To/01/12 To/07/12 Twff 2 \$1,600.00	2	10/02/12	11/02/12	Late News 10PM	10-1030p	-TWTF	:30	2	\$1,600.00	NM	
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3 WISN Th 10/11/12 Late News 10PM 10-1030p :00 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 4 WISN F 10/12/12 Late News 10PM 10-1030p :00 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10											
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Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>		4 WIS			News 10PM	10-1030p	:0	0			\$1,600.00 NM
		Weeks:	Start Date	End Date MTWTFSS	Spots/Week	<u>Rate</u>					

INVOICE



Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

e Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
2 10/02/12	11/02/12	Late News 10PM	10-1030p	-TWTF	:30	2	\$1,600.00	NM	
	10/15/12	10/21/12 -TWTF	4	\$1,600.00					
Spots: # Ch				Start/End Time		Ad-ID			<u>Rate</u> <u>Ty</u>
	SN Tu 10/			10-1030p) DSCC12WI			\$1,600.00 N
		/17/12 10:12 PM Late i		10-1030p) DSCC12WI			\$1,600.00 N
	SN Th 10/			10-1030p		OSCC12WI			\$1,600.00 N
8 Wis Weeks:	SN F 10/ <u>Start Date</u> 10/22/12	19/12 10:32 PM Late End Date MTWTFSS 10/28/12 -TWTF	News 10PM Spots/Week 3	10-1030p <u>Rate</u> \$1,600.00	:30) DSCC12WI	штн		\$1,600.00 N
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	N W 10/		News 10PM	10-1030p	:00				\$1,600.00 N
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11 WIS		/26/12 Late / 45.3,45.4,45.5	Vews 10PM	10-1030p	:00)			\$1,600.00 A
3 10/02/12	11/02/12	The View	10-11am	-TWTF	:30	2	\$500.00	NM	
	Start Date 10/01/12	End Date MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$500.00					
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1 WIS		02/12 9:59 AM The V		10-11am		DSCC12WI	03тн		\$500.00 N
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		11.15,11.16,11.17		10-11am	.00				\$500.00 N
4 WIS	-	12/12	riew	10-11am	:00	1			\$500.00 N
	Start Date 10/15/12		Spots/Week 3	<u>Rate</u> \$500.00					
Spots: # Ch	<u>Day Airl</u>	Date <u>Air Time</u> <u>Descr</u>	<u>iption</u>	Start/End Time	Length	Ad-ID			Rate Typ
6 WIS	N T u 10/1	16/12 10:31 AM The V	îew	10-11am	:30	DSCC12WI	05тн		\$500.00 N
		5.9,5.10,5.11		10-11am	:00	1			\$500.00 N
5 WIS	See MG	19/12	0, <i>34</i> .11,34.12,34.13,		:00				\$500.00 N
		End Date MTWTFSS	Spots/Week	Rate					
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9 WIS		24/12 10:43 AM The V		10-11am	<u>Length</u> ∙30	DSCC12WI	Обтн		Rate Typ
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									ψ500.00 14:
	11/02/12	Late News 1030PM	1030p-11p	-TWTF	:30	1	\$950.00	NM	
7	10/01/12	<u>End Date</u> <u>MTWTFSS</u> 10/07/12 -TWTF	<u>Spots/Week</u> 1	<u>Rate</u> \$950.00					
Spots: # Ch	<u>Day Air l</u>			Start/End Time	<u>Length</u>				<u>Rate</u> Typ
1 WIS				1030p-11p	:30	oscc12wI	03тн		\$950.00 N
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υρνιο. <u>π</u> UII				Start/End Time 1030p-11p	Length	DSCC12WI	0.4.		<u>Rate</u> <u>Typ</u> \$950.00 NI
	N Tu 10/0	9/12 10:43 PM Late N	IAME THROUGH						





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WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
4	10/02/12	11/02/12	Late News 1030PM	1030p-11p	-TWTF	:30	1	\$950.00	NM	
		10/15/12	10/21/12 -TWTF	1	\$950.00					
	Spots: # Ch				Start/End Time	<u>Lengt</u>	<u>h</u> <u>Ad-1D</u>			Rate Type
			/18/12 10:58 PM Late N		1030p-11p	:3	O oscc12wI)5ТН		\$950.00 NN
	Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 -TWTF	Spots/Week 1	<u>Rate</u> \$950.00					
	Spots: # Ch				Start/End Time	Lengt	h Ad-ID			Rate Type
	. –		/26/12 10:56 PM Late N		1030p-11p		O oscc12wI)6тн		\$950.00 NN
5	10/02/12	11/02/12	Nightline	11p-1130p	-TWTF	:30	1	\$750.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 -TWTF	Spots/Week 1	<u>Rate</u> \$750.00					
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	. –		02/12 11:19 PM Nightli		11p-1130p		0 oscc12wi(Этн		\$750.00 NN
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 -TWTF	Spots/Week 1	<u>Rate</u> \$750.00					
	Spots: # Ch			ption	Start/End Time	Lenat	h Ad-ID			Rate Type
	2 WI		12/12 11:20 PM Nightli	ne	11p-1130p)4TH		\$750.00 NM
	Weeks:	Start Date		Spots/Week	Rate					
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	•	<u>ייא איש</u> /SN <i>Th 10</i>			11p-1130p	<u></u>	h <u>Ad-ID</u>			<u>Rate Type</u> \$750.00 NN
	· · · · ·		5.9,5.10,5.11		11p-1100p	.0	o .			9700.00 1919
	4 Wi		/19/12 Nightlii 34.6,34.7,34.8,34.9,34.10		11p-1130p 14.14	:0	0			\$750-00 NN
	11 WI	SN Su 10/ MG for 3	21/12 7:29 AM News \$.7,13.6,13.7,5.3	Sun 7-9a	7-9am	:3	0 oscc12wI0	5тн		\$650.00 NM
	9 WI	SN Su 10/		News Tonight	*Sun 5-530p	:3	0 oscc12wI0	95ТН		\$1,500.00 NM
	10 WIS	SN Su 10/		News Tonight	*Sun 5-530p	:3	O oscc12wi0	6тн		\$1,500.00 NN
	Weeks:	Start Date 10/22/12		Spots/Week 2	<u>Rate</u> \$750.00					
	Spots: # Ch	<u>Day Air</u>	Date <u>Air Time</u> Descri	otion	Start/End Time	Lengt	<u>h</u> <u>Ad-ID</u>			Rate Type
			24/12 11:16 PM Nightlir		11p-1130p		O oscc12wi0			\$750.00 NM
	5 WIS	SN Th 10/.	25/12 11:09 PM Nightlir	ne	11p-1130p	:3	O oscc12wi0)6ТН		\$750.00 NM
6	10/02/12	11/02/12	ANDERSON COOPER	M-F 11A-12P	-TWTF	:30	2	\$225.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSS - TWTF	Spots/Week 2	<u>Rate</u> \$225.00					
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	1 WIS	SN Tu 10/0	02/12 11:39 AMANDEF	RSON COOPER	M-F 11A-12P	:3	O DSCC12WIC	13TH		\$225.00 NM
			03/12 11:40 AMANDER		M-F 11A-12P	:3	O DSCC12WIC	13тн		\$225.00 NM
		Start Date 10/08/12	End Date MTWTFSS 10/14/12 -TWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$225.00					
	Spots: # Ch			<u>otion</u>	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
		SN Th 10/			M-F 11A-12P		0 oscc12wi0			\$225.00 NM
	4 WIS		12/12 11:40 AMANDER		M-F 11A-12P	:3	O oscc12wi0	14TH		\$225.00 NM
		Start Date 10/15/12	End Date MTWTFSS 10/21/12 -TWTF	<u>Spots/Week</u> 3	<u>Rate</u> \$225.00					
	Spots: # Ch				Start/End Time	Lengt	h Ad-ID			Rate Type
	5 WIS	SN Tu 10/	16/12 11:56 AMANDER	RSON COOPER	M-F 11A-12P		O oscc12wi0	15TH		\$225.00 NM
	7 WIS		17/12 11:20 AMANDEF		M-F 11A-12P		O oscc12wi0			\$225.00 NM
	6 WIS		19/12 11:23 AMANDER		M-F 11A-12P	:3	O oscc12wIO	15TH		\$225.00 NM
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	<u>Rate</u>					





| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

7 (533) 7 (533)

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Date	e End Date	Des	cription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
6 10/02/12	11/02/12	AND	ERSON COOP	ER M-F 11A-12P	<u>-</u> TWTF	:30	2	\$225.00	NM	
_	10/22/12	10/28		_	\$225.00					
Spots: # 0			Air Time Des		Start/End Time		<u>1 Ad-ID</u>			Rate Type
		/24/12		ERSON COOPER	M-F 11A-12P) DSCC12WI(\$225.00 NM
)/25/12		ERSON COOPER	M-F 11A-12P) DSCC12WI(\$225.00 NM
9 V	VISN F 10	/26/12	11:41 AMAND	ERSON COOPER	M-F 11A-12P	:30) DSCC12WI()6ТН		\$225.00 NM
7 10/09/12	11/02/12	THE	CHEW	12P-1P	-TWTF	:30	2	\$300.00	NM	
Weeks:	Start Date 10/08/12	End D 10/14/		<u>Spots/Week</u> 2	<u>Rate</u> \$300.00					
Spots: <u>#</u> 0	Ch <u>Day Ai</u>	r Date	Air Time Desc	<u>cription</u>	Start/End Time	Length	Ad-ID			Rate Type
1 V	VISN Tu 10	/09/12	12:29 PM THE	CHEW	12P-1P	:30) DS CC12WI()4тн		\$300.00 NM
2 V		/10/12	12:29 PM THE		12P-1P	:30) DSCC12WI()4тн		\$300.00 NM
Weeks:	Start Date 10/15/12	End D 10/21/		Spots/Week 2	<u>Rate</u> \$300.00					
Spots: # C			Air Time Desc	_	Start/End Time	Length	n Ad-ID			Poto Type
		/18/12	12:30 PM THE		12P-1P		DSCC12WI)5тн		Rate Type \$300.00 NM
4 V	VISN F 10	/19/12	12:31 PM THE		12P-1P		DSCC12WIC			\$300.00 NM
Weeks:	Start Date 10/22/12	End D 10/28/		Spots/Week 2	<u>Rate</u> \$300.00					4000.00 MM
Spots: # C		Date Date	Air Time Desc		Start/End Time	<u>Length</u>	Ad-ID			Rate Type
5 V		/24/12	12:29 PM THE	CHEW	12P-1P	:30) DSCC12WI(6тн		\$300.00 NM
6 V	VISN Th 10	/25/12	12:57 PM THE	CHEW	12P-1P	:30	DSCC12WIC	6тн		\$300.00 NM
8 10/02/12	11/02/12	KATI	E COURIC	M-F 2-3P	-TWTF	:30	2	\$400.00	NM	
Weeks:	Start Date 10/01/12	End D. 10/07/		Spots/Week 2	<u>Rate</u> \$400.00					
Spots: # C			Air Time Desc		Start/End Time	Length	Ad-ID			Rate Type
		/03/12	2:29 PM KATI		M-F 2-3P	:30	DSCC12WIC	ЗТН		\$400.00 NM
		/05/12	2:57 PM KATI		M-F 2-3P	:30	DSCC12WIC	Э ТН		\$400.00 NM
Weeks:	Start Date 10/08/12	End Da 10/14/		<u>Spots/Week</u> 2	<u>Rate</u> \$400.00					
Spots: # C	h <u>Day Air</u>	<u>Date</u>	Air Time Desc	<u>ription</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
		/11/12	2:30 PM KATI	E COURIC	M-F 2-3P	:30	DSCC12WIC	4TH		\$400.00 NM
		12/12	2:16 PM KATI		M-F 2-3P	:30	DSCC12WIC	4TH		\$400.00 NM
Weeks:	Start Date 10/15/12	End D:		Spots/Week 2	<u>Rate</u> \$400.00					
Spots: # C	h <u>Day Air</u>		Air Time Desc	ription	Start/End Time	Length	Ad-ID			Rate Type
	/ISN Tu 10/		2:13 PM KATI		M-F 2-3P		DSCC12WIC	5тн		\$400.00 NM
5 W	/ISN F 10/	19/12	2:15 PM KATI	E COURIC	M-F 2-3P	:30	DSCC12WIC	5TH		\$400.00 NM
Weeks:	Start Date 10/22/12			Spots/Week	Rate					
Spots: # C		10/28/1 Date	12 -TWTF <u>Air Time</u> <u>Desc</u>	2 rintion	\$400.00 <u>Start/End Time</u>	Longth	Ad-ID			Dot- T
		24/12	2:37 PM KATI		M-F 2-3P		DSCC12WIC	ı6тu		<u>Rate Type</u> \$400.00 NM
		25/12	2:42 PM KATI		M-F 2-3P		DSCC12WIC			\$400.00 NM
9 10/02/12	11/02/12	3-4p		3-4p	-TWTF	:30	2	\$500.00	NM	\$400.00 NW
			MTUTESS						, 1171	
Weeks:	Start Date 10/01/12	End Da 10/07/1		<u>Spots/Week</u> 2	<u>Rate</u> \$500.00					
Spots: # C			Air Time Desc	ription	Start/End Time	Length	Ad-ID			Rate Type
1 W	ISN Tu 10/	02/12	3:45 PM 3-4p		3-4p	:30	DSCC12WIC	3тн		\$500.00 NM
	ISN Th 10/		3:31 PM 3-4p		3-4p	:30	DSCC12WIO	3тн		\$500.00 NM
Weeks:	Start Date	End Da	<u>ate</u> <u>MTWTFSS</u>	Spots/Week	<u>Rate</u>					



| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCCIE	4522
Democratic Senatorial Can		1333

l in a	Ota-t Data	E-1 D-1-	D	last a a	04-45-47		1 (1-	Spots/		_		
	Start Date	End Date		iption	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
9	10/02/12	11/02/12	3-4p		3-4p	-TWTF	:30	2	\$500.00	NM		
		10/08/12	10/14/1	2 -TWTF	2	\$500.00						
	Spots: # Ch			Air Time Descrip	<u>otion</u>	Start/End Time		h Ad-ID			<u>Rate</u>	<u>Түре</u>
			0/10/12	3:29 PM 3-4p		3-4p		0 oscc12wi0			\$500.00	MM (
)/12/12 End Do	3:30 PM 3-4p	Chala (M)1-	3-4p	:30) oscc12wi0	4тн		\$500.00	NM (
	Weeks:	Start Date 10/15/12	End Da 10/21/1		Spots/Week 2	<u>Rate</u> \$500.00						
	Spots: # Ch			Air Time Descrip	-	Start/End Time	Length	n Ad-ID			Rate	Type
	5 WI	SN Tu 10)/16/12	3:38 PM 3-4p		3-4p	:30	oscc12wI0	5тн		\$500.00	
	6 WI	SN W 10)/17/12	3:47 PM 3-4p		3-4p	:30	oscc12wI0	5тн		\$500.00) NM
,	Weeks:	Start Date			Spots/Week	<u>Rate</u>						
		10/22/12	10/28/1		2	\$500.00						
	Spots: # Ch			Air Time Descrip	otion	Start/End Time		<u>n Ad-ID</u>	c		<u>Rate</u>	-
)/25/12	3:56 PM 3-4p		3-4p) oscc12wI0			\$500.00	
	7 WIS	SN F 10)/26/12	2:59 PM 3-4p		3-4p	:30) oscc12wI0	бТН		\$500.00	MM (
10	10/02/12	11/02/12	DR. O	Z	4P-5P	-TWTF	:30	2	\$600.00	NM		
•	Weeks:	Start Date 10/01/12	End Dat 10/07/12		Spots/Week 2	<u>Rate</u> \$600.00		•			<u> </u>	
	Spots: # Ch			Air Time Descrip	-	Start/End Time	l enath	Ad-ID			Pato	Typo
	. —		/02/12	4:13 PM DR. OZ		4P-5P		oscc12wi0	3тн		<u>Rate</u> \$600.00	
			/03/12	4:20 PM DR. OZ		4P-5P		oscc12wI0			\$600.00	
1	Weeks:	Start Date 10/08/12		te MTWTFSS	Spots/Week 2	<u>Rate</u> \$600.00					Ψ000.00	14141
,	Spots: # Ch			Air Time Descrip		Start/End Time	Lenath	n Ad-ID			Rate	Type
	-		/11/12	4:37 PM DR. OZ		4P-5P		oscc12wI0	4тн		\$600.00	
	3 WIS	SN F 10	/12/12	4:55 PM DR. OZ		4P-5P	:30	oscc12wI0	4тн		\$600.00	
١		Start Date 10/15/12	End Dat 10/21/12		Spots/Week 2	<u>Rate</u> \$600.00						
:	Spots: # Ch	<u>Day Air</u>	r Date	Air Time Descrip	<u>tion</u>	Start/End Time	Length	<u>Ad-ID</u>			Rate	Type
	6 WIS	SN W 10	/17/12	4:23 PM DR. OZ	<u>'</u>	4P-5P	:30) OSCC12wIO	5тн		\$600.00	NM
	5 WIS	SN F 10	/19/12	4:55 PM DR. OZ	<u>-</u>	4P-5P	:30) oscc12wI0	5тн		\$600.00	NM
١		Start Date 10/22/12	End Dat 10/28/12		Spots/Week 2	<u>Rate</u> \$600.00						
5	Spots: # Ch			Air Time Descrip		Start/End Time		<u>Ad-ID</u>			<u>Rate</u>	<u>Type</u>
			/24/12	4:38 PM DR. OZ		4P-5P) oscc12wI0			\$600.00	NM
	8 WIS	SN Th 10	/25/12	4:39 PM DR. OZ		4P-5P	:30) oscc12wI0	бтн		\$600.00	NM
11	10/02/12	11/02/12	News i	И-F 5p	5-530pm	-TWTF	:30	2	\$1,000.00	NM		
		Start Date 10/01/12	End Dat 10/07/12		Spots/Week 2	<u>Rate</u> \$1,000.00				1190		
5	Spots: # Ch			Air Time Descrip	-	Start/End Time	Lenath	Ad-ID			<u>Rate</u>	Type
	2 WIS			5:21 PM News M		5-530pm		oscc12wi0	3тн		\$1,000.00	
	1 WIS	N Th 10		5:25 PM News M		5-530pm		oscc12wI0			\$1,000.00	
١		Start Date 10/08/12	End Date 10/14/12		Spots/Week 3	<u>Rate</u> \$1,000.00						
5	Spots: # Ch	Day Air	Date	Air Time Descrip	<u>tion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate	Туре
		SN Tu 10		5:12 PM News M	1-F 5p	5-530pm	:30	oscc12wi0	4тн		\$1,000.00	
	3 WIS	N Th 10 See MG	/11/12 11.15,11.	News N 16,11.17	1-F 5p	5-530pm	:00)			\$1,000.00	NM
	15 WIS	N Th 10/ MG for 1		5:56 PM World N 1.4,3.4,3.3	lews Tonight	M-Su 530-6p	:30) oscc12wIO	4TH		\$3,000.00	NM
	4 WIS	SN F 10	/12/12 11.15,11.	News N	1-F 5p	5-530 <i>pm</i>	:00)			\$1,000.00	NM





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Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Carr	DSCC-IE	1 5 33

ine Start Date	End Date	Desci	ription		Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре		
11 10/02/12	11/02/12	News	M-F 5p		5-530pm	-TWTF	:30	2	\$1,000.00	NM		
Spots: # Cr	n <u>Day Air</u>	Date	Air Time D	escription	o <u>n</u>	Start/End Time	Lengt	h Ad-ID			Rate	Type
	ISN F 10/		12:22 AM Jii 11.4,3.4,3.3	mmy Ki	mmel	1130-1230a	:3	0 DSCC12w1	с04тн		\$500.00	
16 WI	ISN Sa 10/	13/12		ollege F	ootball Game #1	11a-230	:3	0 DSCC12W1	04тн		\$700.00	NM (
Weeks:	Start Date 10/15/12		te MTWTF		Spots/Week 3	<u>Rate</u> \$1.000.00						
Spots: # Ch	n <u>Day Air</u>	<u>Date</u>	Air Time De	escriptio	on_	Start/End Time	Lengt	h Ad-ID			Rate	Type
6 WI	SN W 10/	17/12	5:27 PM N	ews M-I	F 5p	5-530pm	:3	0 oscc12wi	:05ТН		\$1,000.00	NM
8 WI	SN Th 10/	18/12	5:13 PM No	ews M-F	= 5p	5-530pm	:3	0 DSCC12WI	:05тн		\$1,000.00	NM
7 WI		19/12	5:27 PM No	ews M-F	= 5p	5-530pm	:3	0 DSCC12WI	:05тн		\$1,000.00	NM
Weeks:	Start Date 10/22/12	10/28/1	2 -TWTF		Spots/Week 3	<u>Rate</u> \$1,000.00						
Spots: # Ch			Air Time De			Start/End Time		h <u>Ad-ID</u>			<u>Rate</u>	<u>Type</u>
		23/12	5:25 PM Ne		•	5-530pm	:3	0 DSCC12WI	:06тн		\$1,000.00	NM
g Wi		24/12 34.6,34.1		ews M-F 14.10,34	= 5p I.11,34.12,34.13,3	5-530pm 14.14	.0	0			\$1,000.00	NM (
11 WI	SN Th 10/2	25/12	5:29 PM Ne	ws M-F	5p	5-530pm	:3	0 oscc12w1	:06тн		\$1,000.00	NM
12 10/02/12	11/02/12	News	M-F 5a		5-6A	-TWTF	:30	2	\$350.00	NM		
Weeks:	Start Date 10/01/12	End Da			Spots/Week 2	<u>Rate</u> \$350.00						
Spots: # Ch	Day Air		Air Time De	scriptio		Start/End Time	Lenati	h Ad-ID			<u>Rate</u>	Type
1 W	SN Tu 10/0	02/12	5:14 AM Ne			5-6A		OSCC12WI	:03тн		\$350.00	
2 WI	SN W 10/0	03/12	5:53 AM Ne	ws M-F	- 5a	5-6A	:30) DSCC12WI	:03тн		\$350.00	
Weeks:	Start Date 10/08/12	End Dat 10/14/13			Spots/Week 3	<u>Rate</u> \$350.00					4000.00	
Spots: # Ch	<u>Day Air l</u>	<u>Date</u>	<u>Air Time</u> De	scriptio	<u>'n</u>	Start/End Time	<u>Lengtl</u>	<u>1 Ad-ID</u>			<u>Rate</u>	Туре
5 WI	SN W 10/1	10/12	5:24 AM Ne	ws M-F	⁻ 5a	5-6A	:30) oscc12wI	:04тн		\$350.00	NM
		11/12	5:41 AM Ne	ws M-F	5a	5-6A	:30) DSCC12WI	:04тн		\$350.00	NM
3 WI		12/12	4:58 AM Ne			5-6A	:30) DSCC12WI	:04тн		\$350.00	NM
Weeks:	Start Date 10/15/12	10/21/12		_	Spots/Week 3	<u>Rate</u> \$350.00						
Spots: # Ch			Air Time De		_	Start/End Time		1 Ad-ID			<u>Rate</u>	<u>Type</u>
		16/12	5:41 AM Ne			5-6A) DSCC12WI			\$350.00	NM
		18/12	5:54 AM Ne			5-6A) DSCC12WI			\$350.00	NM
7 Wis		19/12	5:10 AM Ne			5-6A	:30) DSCC12WI	:05тн		\$350.00	NM
Weeks:	Start Date 10/22/12	10/28/12			<u>Spots/Week</u> 3	<u>Rate</u> \$350.00						
Spots: # Ch			<u> Air Time</u> De			Start/End Time	l engti	n Ad-ID			Rate	Tupo
	-	23/12	5:22 AM Ne			5-6A		DSCC12WI	:06тн		\$350.00	
10 WIS		4/12	5:14 AM Ne			5-6A		DSCC12WI			\$350.00	
11 WIS	_	5/12	5:39 AM Ne			5-6A	-) oscc12wi			\$350.00	
13 10/02/12	11/02/12	News I	VI-F 6p	(6-630pm	-TWTF	:30	2	\$1,200.00	NM		
	Start Date 10/01/12	End Dat 10/07/12			Spots/Week 2	<u>Rate</u> \$1,200.00				••••	<u>,</u>	
Spots: # Ch			Air Time De		-	Start/End Time	Length	Ad-ID			Poto :	Tues
	SN Tu 10/0		6:28 PM Ne			6-630pm		<u>i Au-ID</u>) OSCC12WI	03тн		<u>Rate</u> \$1,200.00	
	SN Th 10/0		6:22 PM Ne		•	6-630pm) OSCC12WI			\$1,200.00	
	Start Date				Spots/Week	Rate	.50	,			Ψ1,200.00	IAIAI
		10/14/12		_	3	\$1,200.00						
Spots: # Ch	<u>Day</u> <u>Air D</u>	<u>Date</u>	Air Time De	scriptio	<u>n</u>	Start/End Time	Length	<u>Ad-ID</u>			Rate	Type



| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

_			
14	Advertiser	Product	Estimate Number
13			Potilitios (Aditibos
П	Democratic Senatorial Cam	Deccie	4522
1'	Jeniocialic Jenalonai Cam	D300-1E	1000

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре		
13 10/02/12	11/02/12	News M-F 6p	6-630pm	-TWTF	:30	2	\$1,200.00	NM		
Spots: <u>#</u> Ch 5 WIS			cription vs M-F 6p	Start/End Time 6-630pm	<u>Length</u> :00	-			Rate T	
	N W 10/	10/12 6:22 PM New 12/12 6:24 PM New	rs M-F 6p Spots/Week	6-630pm 6-630pm <u>Rate</u> \$1,200.00		DSCC12W:				NM NM
Spots: # Ch	<u>Day Air</u> N W 10/	Date <u>Air Tîme</u> Des		Start/End Time 6-630pm	Length :00				<u>Rate</u> <u>Ty</u> \$1,200.00	
7 WIS	N Th 10/ See MG	18/12 New 5.9,5.10,5.11	s M-F 6p	6-630 <i>pm</i>	:00	ì			\$1,200.00 I	NM
		34. 6, 34. 7, 34. 8, 34. <mark>9,</mark> 34.	Spots/Week	6-630 <i>pm</i> 34.14 <u>Rate</u> \$1,200.00	:00				\$ 1,200.00 1	NM
Spots: <u>#</u> Ch 10 WIS <i>11</i> WIS	<u>Day</u> <u>Air</u> N W 10/2	<u>Date</u> <u>Air Time</u> <u>Desi</u> 24/12 6:12 PM New	cription	Start/End Time 6-630pm 6-630pm	<u>Length</u> :30 :00	DSCC12w1	с 06тн		Rate Ty \$1,200.00	NM
9 WIS	See MG	45.3,45.4,45.5 26/12 6:21 PM New	- ···· - 	6-630pm		DSCC12wi	:06тн		\$1,200.00 \$1,200.00	NM
14 10/02/12	11/02/12	News M-F 6a	6-7A	-TWTF	:30	2	\$1,000.00	NM	ψ1,250.00 j	
-	Start Date 10/01/12	End Date MTWTFSS 10/07/12 -TWTF	Spots/Week 2	<u>Rate</u> \$1,000,00						
Spots: <u>#</u> Ch 1 WIS 2 WIS	<u>Day</u> <u>Airl</u> N Tu 10/0 N F 10/0	<u>Date Air Time Desc</u> 02/12 6:28 AM New 05/12 6:27 AM New	<u>cription</u> s M-F 6a s M-F 6a	Start/End Time 6-7A 6-7A	_	Ad-ID DSCC12W1 DSCC12W1			Rate Ty \$1,000.00 N \$1,000.00 N	MM
	Start Date 0/08/12 Day Air (<u>End Date</u> <u>MTWTFSS</u> 10/14/12 -TWTF Date Air Time Desc	3	<u>Rate</u> \$1,000.00 Start/End Time	Length	Ad-ID			Pata Tu	
5 WIS	N Tu 10/0	9/12 6:27 AM New:	s M-F 6a	6-7A 6-7A	:30	DSCC12W1			Rate Ty \$1,000.00 N	M
4 WIS Weeks: §	N Th 10/1 Start Date	1/12 6:14 AM New	s M-F 6a	6-7A 6-7A <u>Rate</u> \$1,000.00		DSCC12W1			\$1,000.00 N \$1,000.00 N	NM NM
Spots: <u>#</u> Ch 7 WISI 8 WISI		7/12 6:14 AM News	s M-F 6a	Start/End Time 6-7A 6-7A		Ad-ID DSCC12w1 DSCC12w1			Rate Ty \$1,000.00 N \$1,000.00 N	M
6 WISI Weeks: <u>\$</u>	N F 10/1 Start Date	9/12 6:27 AM News End Date MTWTFSS 10/28/12 -TWTF	s M-F 6a	6-7A <u>Rate</u> \$1,000.00		DSCC12W1			\$1,000.00 N	
Spots: <u>#</u> Ch 10 WISI	Day Air D		ription	Start/End Time 6-7A	Length	Ad-ID DSCC12WI	·06тн		<u>Rate</u> <u>Ty</u> \$1,000.00 N	
11 WISI 9 WISI	N Th 10/2	5/12 6:26 AM News	M-F 6a	6-7A 6-7A	:30	DSCC12WI	:06тн		\$1,000.00 N	M
	11/02/12	Entertainment Tonigh		-TWTF	:30	2	\$850.00	NM	\$1,000.00 N	IIVI
Weeks: S		End Date MTWTFSS	Spots/Week	Rate						
1 Spots: <u>#</u> Ch 2 WISI 1 WISI	<u>Day Air D</u> N W 10/0	3/12 6:42 PM Enter 5/12 Enter	2 <u>ription</u> tainment Tonight tainment Tonight	\$850.00 <u>Start/End Time</u> 630p-7pm 630 <i>p-7p</i> m	<u>Length</u> :30 :00	DSCC12WI	:03тн		<u>Rate</u> <u>Tyr</u> \$8 <i>5</i> 0.00 N \$850.00 N	M

INVOICE



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Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 1 0/2 8/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	15 33

Start Date	End Date	Descript	tion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре		
5 10/02/12	11/02/12	Entertai	inment Tonight	630p-7pm	-TWTF	:30	2	\$850.00	NM		
Weeks:	Start Date	End Date		Spots/Week	Rate						
C4- # Ob	10/08/12	10/14/12	-TWTF	2	\$850.00		A 1.15			- .	_
Spots: # Ch			<u> ir Time</u> <u>Descri</u>		Start/End Time			0.4711		Rate	
				ainment Tonight	630p-7pm		DSCC12WI	U41H		\$850.0	
	SN F 10/ See MG	/12/12 31.6		ainment Tonight	630p-7pm	:00:				\$850.0	Ю
Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS -TWTF	Spots/Week 3	<u>Rate</u> \$850.00						
Spots: # Ch	Day Air	Date A	ir Time Descri	ption	Start/End Time	e Length	Ad-ID			Rate	<u>.</u> -
		16/12 6	3:29 PM Enterta	ainment Tonight	630p-7pm	:30	DSCC12WI	05ТН		\$850.0	
7 WI	SN W 10/			ainment Tonight	630p-7pm	:30	DSCC12WI	05тн		\$850.0	
6 WI	SN F 10/	19/12		ainment Tonight	630p-7pm	:00				\$850.0	
-),34.11,34.12,34.13						Ψ000.0	•
Weeks:	Start Date 10/22/12	End Date 10/28/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$850.00						
Spots: # Ch	Day Air	Date Ai	ìr Time Descrip	<u>ption</u>	Start/End Time	e Length	Ad-ID			Rate	, .
	SN Tu 10/2			ainment Tonight	630p-7pm		DSCC12WI	06тн		\$850.00	
8 WIS	SN Th 10/	25/12	Enterta	ainment Tonight	630p-7pm	:00				\$850.0	-
	See MG	34.6,34.7,3		,34.11,34.12,34.13							_
3 10/02/12	11/02/12	Good Mo	orning America	7-9a	-TWTF	:30	3	\$1,000.00	NM		
	Start Date	End Date	MTWTFSS	Spots/Week	Rate						
	10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Spots: # Ch	Day Air		ir Time Descrip		Start/End Time					Rate	
				Morning America	7-9a		DSCC12WI			\$1,000.00	
2 WIS				Morning America	7-9a		DSCC12WI			\$1,000.00	
1 WIS				Morning America	7-9a	:30	DSCC12WI	03тн		\$1,000.00	0
	Start Date 10/08/12	End Date 10/14/12	<u>MTWTFSS</u> -TWTF	Spots/Week 4	<u>Rate</u> \$1,000.00						
Spots: # Ch	Day Air		i <u>r Time</u> Descrip		Start/End Time	e Length	Δd-ID			Data	_
				Morning America	7-9a		DSCC12WI	ე⊈тµ		<u>Rate</u> \$1,000.00	
6 WIS				Morning America	7-9a	_	DSCC12WI				
				Morning America	7-9a 7-9a		DSCC12WI			\$1,000.00	
5 WIS					7-9a 7-9a					\$1,000.00	
		End Date	MTWTESS	Morning America Spots/Week	7-9a Rate	.30	DSCC12WI	חואנ		\$1,000.00	U
	10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Spots: # Ch	Day Air I	Date Air	r Time Descrip	<u>.</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate	_
10 WIS				Morning America	7-9a		DSCC12WI	05тн		\$1,000.00	
9 WIS	N W 10/1			Morning America	7-9a		oSCC12wi			\$1,000.00	
8 WIS				Morning America	7-9a		DSCc12WI			\$1,000.00	
11 WIS				Morning America	7-9a		oscc12wr			\$1,000.00	
		End Date	MTWTFSS	Spots/Week	Rate	.00				V1,000.00	•
	10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Spots: # Ch	<u>Day Air I</u>	<u> Air</u>	<u>r Time</u> Descrip	<u>otion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate	_]
12 WIS	N Tu 10/2	23/12 8:	:54 AM Good N	Morning America	7-9a	:30	DSCC12WI	06тн		\$1,000.00	0
13 WIS	N W 10/2	24/12 8:	:50 AM Good N	Norning America	7-9a	:30	DSCC12WI	Э6тн		\$1,000.00	0
14 WIS	N Th 10/2	25/12 8:	:43 AM Good N	Norning America	7-9a	:30	DSCC12WI	96тн		\$1,000.00	
16 WIS	N Th 10/2	25/12 8:	:56 AM Good N	forning America	7-9a	:30	oscc12wi	Э6тн		\$1,000.00	
15 WIS	N F 10/2	26/12 8:	:43 AM Good N	Morning America	7-9a	:30	oscc12wI	06тн		\$1,000.00	
		1 IV/E \A/I7	TH KELLY!	9-10am	-TWTF	:30	2	\$450.00	NM		
10/02/12	11/02/12	TIAE ANII	III NEELI:	0 104				,			
Weeks:	Start Date	End Date 10/07/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$450.00						



| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	15 33

ne Start Date	End Date	Descri	ption	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
17 10/02/12	11/02/12	LIVE V	VITH KELLY!	9- 10 am	-TWTF	:30	2	\$450.00	NM	
Spots: # Ch	Day Air	Date_	Air Time Descri	otion	Start/End Time	Lengt	h Ad-ID			Rate Typ
		/02/12	9:32 AM LIVE V	VITH KELLY!	9-10am	:3	O DSCC12W	т03тн		\$450.00 N
		/04/12	9:29 AM LIVE V		9-10am	:3	O DSCC12W	т03тн		\$450.00 N
Weeks:	Start Date 10/08/12	End Dat 10/14/12		Spots/Week 2	<u>Rate</u> \$450.00					
Spots: # Ch			Air Time Descri	·	Start/End Time	Lenat	h Ad-ID			Rate Typ
		/10/12	9:54 AM LIVE V		9-10am		O OSCC12W	104ТН		\$450.00 N
4 WI	SN F 10/	/12/12	9:55 AM LIVE V	VITH KELLY!	9-10am	:3	DSCC12W	104ТН		\$450.00 Ni
Weeks:	Start Date			Spots/Week	Rate					
Constant # Ch	10/15/12	10/21/12		3	\$450.00					
Spots: # Ch		<u>Date</u> / /17/12	<u>Air Time</u> <u>Descrip</u> 9:55 AM LIVE V		Start/End Time		h <u>Ad-ID</u> n ps.cc13w	705 711		Rate Typ
		18/12	9:43 AM LIVE W		9-10am 9-10am) DSCC12W) OSCC12W			\$450.00 NN
			9:38 AM LIVE W		9-10am		DSCC12W			\$450.00 NN
Weeks:	Start Date			Spots/Week	Rate) DSCCIZN	105111		\$450.00 NN
	10/22/12	10/28/12		3	\$45 <u>0.00</u>					
Spots: # Ch			Air Time Descrip	<u>vtion</u>	Start/End Time	<u>Lengtl</u>	n <u>Ad-ID</u>			Rate Type
			9:46 AM LIVE W		9-10am	:30	DSCC12W	1 06тн		\$450.00 NN
			9:43 AM LIVE W		9-10am		DSCC12W			\$450.00 NN
8 WI	SN Th 10/	25/12	9:55 AM LIVE W	/ITH KELLY!	9-10am	:30) DSCC12W	106ТН		\$450.00 NN
8 10/26/12	10/26/12	2020		Fri 9-10p	1- -	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/22/12	End Date 10/28/12		Spots/Week	<u>Rate</u> \$3,000.00					
Spots: # Ch			Air Time Descrip	tion	Start/End Time	Lengti	Ad-ID			Rate Type
. –		26/12	2020		Fri 9-10p	:0:				\$3,000.00 NN
	See MG	45.3,45.4,	45.5							
9 10/08/12	11/05/12	Dancing	9	Prime Other	1	:30	1	\$5,000.00		
						.50	'	\$5,000.00	NM	
Weeks:	Start Date 10/08/12	End Date 10/14/12		Spots/Week 1	<u>Rate</u> \$5,000,00			\$0,000.00	NM	
Weeks: Spots: # Ch	10/08/12	10/14/12		1	<u>Rate</u> \$5,000.00 Start/End Time		n Ad-ID	\$3,000.00	NM	Rate Type
Spots: <u>#</u> Ch	10/08/12 <u>Day Air</u>	10/14/12 Date #	1	1 tion	\$5,000.00	Lengti	***************************************		NM ———	<u>Rate Type</u> \$5,000.00 NM
Spots: <u>#</u> Ch 1 WIS	10/08/12 <u>Day Air</u> SN M 10/0 Start Date	10/14/12 <u>Date</u> <i>F</i> 08/12 <u>End Date</u>	1 Air Time Descrip 7:45 PM Dancing MTWTFSS	1 tion	\$5,000.00 Start/End Time Prime Other Rate	Lengti	n <u>Ad-ID</u>		NM	<u>Rate</u> <u>Type</u> \$5,000.00 NM
Spots: <u>#</u> Ch 1 WIS Weeks:	10/08/12 <u>Day</u> <u>Air</u> SN M 10/0 <u>Start Date</u> 10/15/12	10/14/12 <u>Date</u> <u>6</u> 08/12 <u>End Date</u> 10/21/12	1 Air Time Descrip 7:45 PM Dancing MTWTFSS 1	tion Spots/Week	\$5,000.00 <u>Start/End Time</u> Prime Other <u>Rate</u> \$5,000.00	<u>Lengtl</u> :30	n <u>Ad-ID</u>) pscc12w		NM	\$5,000.00 NN
Spots: # Ch 1 WIS Weeks: Spots: # Ch	10/08/12 Day Air SN M 10/0 Start Date 10/15/12 Day Air	10/14/12 <u>Date</u> <u>6</u> 08/12 <u>End Date</u> 10/21/12 <u>Date</u> <u>6</u>	1 Air Time Descrip 7:45 PM Dancing MTWTFSS 1 Air Time Descrip	tion Spots/Week 1 tion	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time	Lengtl :30	n Ad-ID) DSCC12w n Ad-ID	103тн	NM	\$5,000.00 NM Rate Type
Spots: # Ch 1 WIS Weeks: Spots: # Ch 2 WIS	10/08/12	10/14/12 <u>Date</u> <u>6</u> 08/12 <u>End Date</u> 10/21/12 <u>Date</u> <u>6</u> 15/12	1 Air Time Descrip 7:45 PM Dancing MTWTFSS 1 Air Time Descrip 8:39 PM Dancing	tion Spots/Week 1 tion 2	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other	Lengtl :30	n <u>Ad-ID</u>) pscc12w	103тн	NM	\$5,000.00 NN
Spots: # Ch 1 WIS Weeks: Spots: # Ch 2 WIS Weeks:	10/08/12 Day Air SN M 10/0 Start Date 10/15/12 Day Air	10/14/12 <u>Date</u> <u>6</u> 08/12 <u>End Date</u> 10/21/12 <u>Date</u> <u>6</u> 15/12	1 Air Time Descrip 7:45 PM Dancing MTWTFSS 1 Air Time Descrip 8:39 PM Dancing MTWTFSS	tion Spots/Week 1 tion	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time	Lengtl :30	n Ad-ID) DSCC12w n Ad-ID	103тн	NM	\$5,000.00 NM Rate Type
Spots: # Ch 1 WIS Weeks: Spots: # Ch 2 WIS Weeks:	10/08/12 Day Air SN M 10/0 Start Date 10/15/12 Day Air SN M 10/0 Start Date 10/22/12	10/14/12 Date 6 08/12 End Date 10/21/12 Date 6 15/12 End Date 10/28/12	1 Air Time Descrip 7:45 PM Dancing MTWTFSS 1 Air Time Descrip 8:39 PM Dancing MTWTFSS	Spots/Week 1 tion 5 Spots/Week 1 Spots/Week 1	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate	Lengtl :30 Lengtl :30	n Ad-ID) DSCC12w n Ad-ID	103тн	NM	\$5,000.00 NM Rate Type
Spots: # Ch 1 WIS Weeks: Spots: # Ch 2 WIS Weeks: Spots: # Ch	10/08/12	10/14/12 <u>Date</u> 6 08/12 <u>End Date</u> 10/21/12 <u>Date</u> 6 15/12 <u>End Date</u> 10/28/12 <u>Date</u> 6 22/12	1 Air Time Descrip 7:45 PM Dancing MTWTFSS 1 Air Time Descrip 8:39 PM Dancing MTWTFSS 1	tion Spots/Week 1 tion Spots/Week 1 Spots/Week 1 tion 1	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00	Lengtl :30 Lengtl :30	n Ad-ID) pscc12w n Ad-ID) pscc12w	103тн	NM	\$5,000.00 NM <u>Rate</u> <u>Type</u> \$5,000.00 NM
Spots: # Ch 1 WIS Weeks: Spots: # Ch 2 WIS Weeks: Spots: # Ch 3 WIS	10/08/12	10/14/12 Date 6 08/12 End Date 10/21/12 Date 6 10/28/12 Date 6 22/12 19.6	1 Air Time Descrip 7:45 PM Dancing 2 MTWTFSS 1 Air Time Descrip 8:39 PM Dancing 4 MTWTFSS 1 Air Time Descrip Dancing	Spots/Week 1 tion Spots/Week 1 tion Spots/Week 1 tion 1	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p	Lengti :30 Lengti :30	n Ad-ID) pscc12w n Ad-ID) pscc12w n Ad-ID	103тн	NM	\$5,000.00 NM Rate Type \$5,000.00 NM Rate Type
Spots: # Ch 1 WIS Weeks: Spots: # Ch 2 WIS Weeks: Spots: # Ch 3 WIS	10/08/12	10/14/12 Date 6 08/12 End Date 10/21/12 Date 6 10/28/12 Date 6 22/12 19.6 22/12 34.6,34.7,	1 Air Time Descrip 7:45 PM Dancing 2 MTWTFSS 1 Air Time Descrip 8:39 PM Dancing 4 MTWTFSS 1 Air Time Descrip Dancing	Spots/Week 1 tion Spots/Week 1 tion Spots/Week 1 tion Spots/Week 1	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p	Length: :30	n Ad-ID) pscc12w n Ad-ID) pscc12w n Ad-ID	103тн	NM	\$5,000.00 NM Rate Type \$5,000.00 NM Rate Type \$5,000.00 NM
Spots: # Ch 1 WIS Weeks: Spots: # Ch 2 WIS Weeks: Spots: # Ch 3 WIS	10/08/12	10/14/12 Date 6 08/12 End Date 10/21/12 Date 6 10/28/12 Date 6 22/12 19.6	1 Air Time Descrip 7:45 PM Dancing 2 MTWTFSS 1 Air Time Descrip 8:39 PM Dancing 4 MTWTFSS 1 Air Time Descrip Dancing	Spots/Week 1 tion Spots/Week 1 tion Spots/Week 1 tion 1	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p	Length: :30	n Ad-ID) pscc12w n Ad-ID) pscc12w n Ad-ID	103тн	NM	\$5,000.00 NM Rate Type \$5,000.00 NM Rate Type \$5,000.00 NM
Spots: # Ch 1 WIS Weeks: Spots: # Ch 2 WIS Weeks: Spots: # Ch 3 WIS 6 WIS WEEKS: Weeks:	10/08/12 Day Air SN M 10/05tart Date 10/15/12 Day Air SN M 10/05tart Date 10/22/12 Day Air SN M 10/05tart Date 10/22/12 Day Air SN M 10/05 See MG See MG 10/29/12 Start Date	10/14/12 Date 6 08/12 End Date 6 15/12 End Date 10/28/12 Date 6 22/12 19.6 22/12 34.6,34.7, Castle	1 Air Time Descrip 7:45 PM Dancing MTWTFSS 1 Air Time Descrip 8:39 PM Dancing MTWTFSS 1 Air Time Descrip Dancing 34.8,34.9,34.10,	1 tion Spots/Week 1 tion Spots/Week 1 tion 1 tion 3 31.11,34.12,34.13,3	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p 4.14 1 Rate	Length: :30 Length: :30 Length: :00	1 Ad-ID 1 DSCC12W 1 Ad-ID 1 DSCC12W 1 Ad-ID 1 Ad-ID	103тн 104тн		\$5,000.00 NM Rate Type \$5,000.00 NM Rate Type \$5,000.00 NM
Spots: # Ch 1 WIS Weeks: Spots: # Ch 2 WIS Weeks: Spots: # Ch 3 WIS 6 WIS Weeks:	10/08/12 Day Air SN M 10/05tart Date 10/15/12 Day Air SN M 10/05tart Date 10/22/12 Day Air SN M 10/05tart Date 10/22/12 Day Air See MG SN M 10/05 See MG 10/29/12 Start Date 10/29/12	10/14/12 Date 6 08/12 End Date 6 15/12 End Date 10/28/12 Date 6 22/12 19.6 22/12 34.6,34.7, Castle End Date 10/28/12	1 Air Time Descrip 7:45 PM Dancing MTWTFSS 1 Air Time Descrip 8:39 PM Dancing MTWTFSS 1 Air Time Descrip Dancing Dancing 34.8,34.9,34.10,	1 tion 1 1 1 1 1 1 1 1 1	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p 4.14 1 Rate \$4,000.00	Length :30 Length :30 Length :00 :30	n Ad-ID) pscc12w n Ad-ID) pscc12w n Ad-ID)	103тн 104тн		\$5,000.00 NM Rate Type \$5,000.00 NM Rate Type \$5,000.00 NM \$5,000.00 NM
Spots: # Ch 1 WIS Weeks: Spots: # Ch 2 WIS Weeks: Spots: # Ch 3 WIS 6 WIS 0 10/22/12 Weeks: Spots: # Ch	10/08/12 Day Air SN M 10/05tart Date 10/15/12 Day Air SN M 10/05tart Date 10/22/12 Day Air SN M 10/05tart Date 10/22/12 Day Air See MG SN M 10/05 See MG 10/29/12 Start Date 10/29/12 Start Date 10/22/12 Day Air	10/14/12 Date 6 08/12 End Date 6 15/12 End Date 6 10/28/12 Date 6 22/12 19.6 22/12 34.6,34.7, Castle End Date 10/28/12 Date 6 22/12 Date 6 Date 6 Date 6 Date 7 Date 6 Date 6 Date 7 Date 8 Date 8 Date 8 Date 9 Date 10/28/12	1 Air Time Descrip 7:45 PM Dancing MTWTFSS 1 8:39 PM Dancing MTWTFSS 1 Air Time Descrip Dancing 34.8,34.9,34.10,	1 tion 1 1 1 1 1 1 1 1 1	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p 4.14 1 Rate \$4,000.00 Start/End Time	Length: :30 Length: :30 Length: :00 :30 Length	Ad-ID DSCC12w Ad-ID DSCC12w Ad-ID DSCC12w Ad-ID DSCC12w Ad-ID D	103тн 104тн		\$5,000.00 NM Rate Type \$5,000.00 NM Rate Type \$5,000.00 NM \$5,000.00 NM
Spots: # Ch 1 WIS Weeks: Spots: # Ch 2 WIS Weeks: Spots: # Ch 3 WIS 6 WIS 0 10/22/12 Weeks: Spots: # Ch	10/08/12 Day Air SN M 10/05tart Date 10/15/12 Day Air SN M 10/05tart Date 10/22/12 Day Air SN M 10/05tart Date 10/22/12 Day Air See MG SN M 10/05 See MG 10/29/12 Start Date 10/29/12	10/14/12 Date 6 08/12 End Date 6 15/12 End Date 6 10/28/12 Date 6 22/12 19.6 22/12 34.6,34.7, Castle End Date 10/28/12 Date 6 22/12 Date 6 Date 6 Date 6 Date 7 Date 6 Date 6 Date 7 Date 8 Date 8 Date 8 Date 9 Date 10/28/12	1 Air Time Descrip 7:45 PM Dancing MTWTFSS 1 Air Time Descrip 8:39 PM Dancing MTWTFSS 1 Air Time Descrip Dancing Dancing 34.8,34.9,34.10,	1 tion 1 1 1 1 1 1 1 1 1	\$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p 4.14 1 Rate \$4,000.00	Length :30 Length :30 Length :00 :30	Ad-ID DSCC12w Ad-ID DSCC12w Ad-ID DSCC12w Ad-ID DSCC12w Ad-ID D	103тн 104тн		\$5,000.00 NM Rate Type \$5,000.00 NM Rate Type \$5,000.00 NM \$5,000.00 NM

INVOICE



Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Da	te End Date	Descripti	ion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type		
21 10/06/12	11/03/12	Late Nev	vs Sa 10pm	10-1035p	1-	:30	1	\$600.00	NM		
Weeks:	10/01/12	End Date 10/07/12	MTWTFSS 1-	Spots/Week 1	Rate \$600.00						
	WISN Sa 10 LR - Foo	0/06/12 11 otball		lews Sa 10pm	Start/End Time 10-1035p		1 <u>Ad-ID</u>) DSCC12WI()3тн		<u>Rate</u> \$600.00	<u>Type</u> NM
Weeks:	10/08/12	End Date 10/14/12	1-	<u>Spots/Week</u> 1	<u>Rate</u> \$600.00						
Spots: <u>#</u> 2 \ Weeks:	WISN Sa 10		r Time Descri :53 PM Late N MTWTFSS 1-	<u>ption</u> ews Sa 10pm <u>Spots/Week</u> 1	<u>Start/End Time</u> 10-1035p <u>Rate</u> \$600.00		1 <u>Ad-ID</u>) DSCC12WIG	04тн		<u>Rate</u> \$600.00	
Spots: <u>#</u> : 3 \	WISN Sa 10 LR - Foo	/20/12 11: otball		<u>ption</u> ews Sa 10pm	Start/End Time 10-1035p		<u>Ad-ID</u>) DSCC12WI()5тн		<u>Rate</u> \$600.00	
Weeks:	Start Date 10/22/12	End Date 10/28/12	<u>MTWTFSS</u> 1-	<u>Spots/Week</u> 1	<u>Rate</u> \$600.00						
Spots: # + 4 \	Ch <u>Day Air</u> WISN Sa 10 LR - Foo	/27/12 11:	Time <u>Descri</u> 00 PM Late N	<u>ption</u> ews Sa 10pm	Start/End Time 10-1035p		1 <u>Ad-ID</u>) DSCC12WI()6тн		<u>Rate</u> \$600.00	
22 10/13/12	10/13/12	College F	ootball Game	#2230p-6p	1-	:30	1	\$6,500.00	NM		
Weeks:	Start Date 10/08/12	End Date 10/14/12	MTWTFSS 1-	Spots/Week 1	<u>Rate</u> \$6,500.00						
Spots: <u>#</u> { 2 \	VISN Sa 10		<u>Time</u> <u>Descri</u> 29 PM College	otion e Football BADGER	Start/End Time 230p-6p		<u>Ad-ID</u>) DSCC12WI()3тн		<u>Rate</u> \$6,500.00	
1 \	VISN Sa 10. See MG	/13/12	College	e Football Game #2	230р-6р	:00)			\$6,500.00	NM
23 10/06/12	11/03/12	News Sa	6p-630p	6-630pm	1-	:30	1	\$500.00	NM		
Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS 1-	Spots/Week 1	<u>Rate</u> \$500.00						
Spots: <u>#</u> (6 V		/05/12 10:4	<u>Time</u> <u>Descrij</u> 41 PM Late N		Start/End Time 1030p-11p		<u>Ad-ID</u>) DSCC12WIC)3тн		<u>Rate</u> \$1,350.00	
1 V	VISN Sa 10, See MG		News	Sa 6p-630p	6-630 <i>pm</i>	:00)			\$500.00	NM
Weeks:	Start Date 10/08/12	End Date 10/14/12	<u>MTWTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$500.00						
Spots: <u>#</u> (7 V	VISN W 10/	/10/12 10:5	<u>Time Descrip</u> 53 PM Late No. 27.2,2.3,23.2		Start/End Time 1030p-11p		<u>Ad-ID</u>) DSCC12WIC)4тн		<u>Rate</u> \$1,500.00	
9 V	VISN Th 10/ MG for 2		52 PM Late No 27.2,2.3,23.2	ews 1030PM	1030p-11p	:30	DSCC12WIC)4ТН		\$1,500.00	NM
	VISN F 10/ MG for 2	/12/12 10:4 5.2,2.4,27.1,	44 PM Late No 27.2,2.3,23.2	ews 1030PM	1030p-11p	:30) DSCC1ZWIC)4тн		\$1,500.00	NM
2 V	VISN Sa 10/ See MG	/13/12 23.7,23.8,23		Sa 6p-630p	6-630 <i>pm</i>	.00)			\$500.00	NM
	VISN Sa 10/ MG for 2	/13/12 8:4 5.2,2,4,27.1,	45 PM Prime I 27.2,2.3,23.2		M-Su 6-1030PM	:30) DSCC12WI()4ТН		\$900.00	NM
Weeks:	Start Date 10/15/12	10/21/12	<u>MTWTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$500.00						
Spots: <u>#</u> 0 3 V Weeks:	Ch <u>Day Air</u> VISN Sa 10/ <u>Start Date</u> 10/22/12	20/12 6:2	Time Descrip 27 PM News S MTWTFSS 1-		<u>Start/End Time</u> 6-630pm <u>Rate</u> \$500.00		<u>Ad-ID</u>) DSCC12WIC	95тн		<u>Rate</u> \$500.00	



Invo

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

ine Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
23 10/06/12	11/03/12	News Sa 6p-630p	6-630pm	1-	:30	1	\$500.00	NM	
Spots: <u>#</u> (<i>4</i> V	VISN Sa 10	r Date <u>Air Time</u> <u>Des</u> N/27/12 Net 6 45.3,45.4,45.5	scription ws Sa 6p-630p	Start/End Time 6-630pm	<u>Lengt</u> :0	<u>h Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$500.00 NN
24 10/13/12	11/03/12	Sa 458-6a	456-6AM	1-	:30	1	\$200.00	NM	
Weeks:	10/08/12	End Date MTWTFS 10/14/121	- 1	<u>Rate</u> \$200.00					
Spots: <u>#</u> 0 1 V Weeks:	VISN Sa 10	/13/12	458-6a Spots/Week	Start/End Time 456-6AM <u>Rate</u> \$200.00		<u>h Ad-ID</u> O DSCC12WI	04тн		<u>Rate</u> <u>Type</u> \$200.00 NM
Spots: <u>#</u> 0 2 V Weeks:	Ch <u>Day</u> <u>Air</u> VISN Sa 10 <u>Start Date</u>	Date Air Time Des /20/12 5:39 AM Sa End Date MTWTFS:	scription 458-6a Spots/Week	Start/End Time 4 <i>5</i> 6-6AM Rate		<u>h</u> <u>Ad-ID</u> O DSCC12WI	05тн		<u>Rate</u> <u>Type</u> \$200.00 NM
	10/22/12 Ch <u>Day Air</u> VISN Sa 10	10/28/121 Date Air Time Des /27/12 5:54 AM Sa	cription	\$200.00 <u>Start/End Time</u> 456-6AM		h <u>Ad-ID</u> O DSCC12WI	06тн	***************************************	<u>Rate</u> <u>Type</u> \$200.00 NM
25 10/06/12	11/03/12	News Sa 6p-630p	6-630pm	1-	:30	1	\$700.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFS:		Rate					
Spots: <u>#</u> C 1 W Weeks:	ch <u>Day Air</u> VISN Sa 10	Date Air Time Des	<u>cription</u> vs Sa 6p-630p	\$700.00 <u>Start/End Time</u> 6-630pm <u>Rate</u>		<u>h Ad-ID</u> 0 DSCC12WI	03тн		<u>Rate</u> <u>Type</u> \$700.00 NM
	10/08/12 th <u>Day Air</u> /ISN <i>S</i> a <i>1</i> 0/	10/14/121 Date <u>Air Time</u> Des	- 1	\$700.00 <u>Start/End Time</u> 6-630 <i>pm</i>	<u>Lengt</u> .0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$700.00 NM
	<u>Start Date</u> 10/1 <i>5</i> /12 :h <u>Day</u> <u>Aìr</u>	End Date MTWTFSS 10/21/121- Date Air Time Des	- 1 cription	Rate \$700.00 Start/End Time		h Ad-ID			Rate Type
3 W Weeks:		34.6,34.7,34.8,34.9,34. End Date MTWTFSS	.10,34.11,34.12,34.13,3 Spots/Week	6-630 <i>pm</i> 4.14 <u>Rate</u> \$700.00	:0	0			\$700.00 NM
	h <u>Day Air</u> /ISN Sa 10/ See <i>MG</i>		cription vs Sa 6p-630p	Start/End Time 6-630pm	<u>Lengt</u> :0	<u>h Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$700.00 NM
26 10/06/12	11/03/12	Sat GMA	6-7a	1-	:30	1	\$600.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS		<u>Rate</u> \$600.00					
Spots: <u>#</u> C 1 W		Date Air Time Des		Start/End Time 6-7a		<u>h Ad-ID</u> O DSCC12WI	03тн		<u>Rate</u> <u>Type</u> \$600.00 NM
Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/121		<u>Rate</u> \$600.00					
	ISN Sa 10/	13/12 6:39 AM Sat	GMA	Start/End Time 6-7a		<u>h Ad-ID</u> O DSCC12WI	04тн		<u>Rate</u> <u>Type</u> \$600.00 NM
Weeks:	Start Date 10/15/12	10/21/121-		<u>Rate</u> \$600.00					
Spots: <u>#</u> C 3 W Weeks:	h <u>Day Air</u> /ISN Sa 10/: <u>Start Date</u>	20/12 6:48 AM Sat	GMA	Start/End Time 6-7a		<u>h Ad-ID</u> O DSCC12WI	05тн		<u>Rate</u> <u>Type</u> \$600.00 NM
	10/22/12	10/28/121-	1	Rate \$600.00					
Spots: # C	h <u>Day Air</u>	Date Air Time Des	cription	Start/End Time	<u>Lengt</u>	h <u>Ad-ID</u>			Rate Type

INVOICE



Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

www.wisn.com	1										
								Spots/			
Line Start	Date E	nd Date	Descriptio	n	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
26 10/08	i/12 1	1/03/12	Sat GMA		6-7a	1-	:30	1	\$600.00	NM	
Spots		<u>Day</u> Air		Time Descrip	tìon	Start/End Time	Lengti	Ad-ID			Rate Type
	4 WISN	Sa 10.	<i>[</i> 27/12 6:4	19 AM Sat GM	Α	6-7a	:30) oscc12w	106тн		\$600.00 NM
27 10 <i>/</i> 20	/12 1	1/03/12	SA 630-7p)	630p-7p	1-	:30	1	\$500.00	NM	
Week		art Date /15/12	End Date 10/21/12	MTWTFSS 1-	Spots/Week	Rate					
Spots		Day Air		Time Descrip	1 tion	\$500.00 Start/End Time	Lengt	<u>Ad-ID</u>			Rate Type
		Sa 10/		SA 630-		630p-7p	:00				\$500.00 NM
		See MG	23.7,23.8,23.	.9,23.10	•						
28 10/13	/12 10	0/27/12	Sat 630-7	p	630-7p	1-	:30	1	\$1,000.00	NM	
Week		ort Date /08/12	End Date 10/14/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$1,000.00				****	
Spots	<u>#</u> Ch	Day Air	Date Air	Time Descript	tion .	Start/End Time	Length	Ad-ID			Rate Type
	1 WISN		/13/12 28.3,28.4	Sat 630	-7p	630-7p	.00:	כ			\$1,000.00 NM
	4 WISN	W 10/	•	1 AM Jimmy F	Kimmel	1130-1230a	:30) oscc12w:	с 05тн		\$500.00 NM
	3 WISN	Th 10/		6 AM Jimmy k	Kimmel	1130-1230a	:30) DSCC12W:	105тн		\$500.00 NM
Weeks		rt Date 22/12	End Date 10/28/12	MTWTFSS 1-	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots:		Day Air		Time Descript	· ·	Start/End Time	l enath	Ad-ID			Rate Type
	2 WISN			Sat 630-		630-7p	:00:				\$1,000.00 NM
		See MG	45.3,45.4,45 .	5							
29 10/06	12 10)/20/12	ABC Prime	e College Foot	b7-1030p	1-	:30	1	\$1,000.00	NM	
Weeks		rt Date 01/12	End Date 10/07/12	MTWTFSS 1-	Spots/Week 1	<u>Rate</u> \$1,000.00				11.00	
Spots:	<u>#</u> Ch _	<u>Day Air</u>		Time Descript		Start/End Time	Length	Ad-ID			Rate Type
	1 WISN				me College Footbal	7-1030p	:30) DSCC12W1	с03тн		\$1,000.00 NM
Weeks		rt <u>Date</u> 15/12	End Date 10/21/12	<u>MTWTFSS</u>	Spots/Week 2	<u>Rate</u> \$1,000.00					
Spots:		Day Air		Cime Descript		Start/End Time	Length	Ad-ID			Rate Type
	3 WISN	Sa 10/2	20/12 9:17	7 PM ABC Prit	me College Footbal	7-1030p	:30	oscc12w	:05тн		\$1,000.00 NM
	2 WISN	Sa 10/2	20/12 10:07	7 PM ABC Pri	me College Footbal	7-1030p	:30	DSCC12w	05тн		\$1,000.00 NM
30 10/13/	12 11	/03/12	News Sat 7	7-9a	7-9am	1	:30	1	\$450.00	NM	
Weeks				MTWTFSS	Spots/Week	Rate					
Spots:		08/12 Day Airl	10/14/12 Date ∆ir T	1- <u>[ime</u> Descript	1 ion	\$450.00 Start/End Time	Length	Addin			Data Tura
	1 WISN			9 AM News Sa		7-9am		oscc12wi	:04тн		<u>Rate</u> <u>Type</u> \$450.00 NM
Weeks		<u>rt Date</u> 15/12	End Date 10/21/12	<u>MTWTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$450.00					7.00,00 7.111
Spots:	<u>#</u> Ch <u>I</u>	<u>Day Airl</u>	Date Air T	ime Descripti		Start/End Time		Ad-ID			Rate Type
	2 WISN S			5 AM News Sa		7-9am	:30	DSCC12W3	:05тн		\$450.00 NM
Weeks		rt <u>Date</u> 22/12	End Date 10/28/12	MTWTFSS 1-	<u>Spots/Week</u> 1	<u>Rate</u> \$450.00					
Spots:	#Ch [Day Air I		ime Descripti	<u>on</u>	Start/End Time	Length	Ad-ID			Rate Type
	3 WISN S			7 AM News Sa	ıt 7-9a	7-9am	:30	DSCC12W	:06тн		\$450.00 NM
31 10/07/	12 11	/04/12	Late News	10pm	10p-1030p	1	:30	1	\$1,600.00	NM	
Weeks	: <u>Star</u>	t Date	End Date	MTWTFSS	Spots/Week	Rate					

INVOICE



Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 1 0/2 8/12

Advertiser	Product	Estimate Number
Democratic Senatorial Can	DSCC-IE	1533

							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
31	10/07/12	11/04/12	Late News 10pm	10p-1030p	1	:30	1	\$1,600.00	NM	
		10/01/12	10/07/121	•	\$1,600.00					
	Spots: # Ch				Start/End Time		<u>h Ad-ID</u>	.0.3		Rate Type
		SN Su 10/ Start Date	07/12 10:28 PM Late I End Date <u>MTWTFSS</u>	News Tupm Spots/Week	10p-1030p Rate	:3	O DSCC12WI	.U3TH		\$1,600.00 NM
		10/08/12	10/14/121	1	\$1,600.00					
	Spots: # Ch				Start/End Time	<u>Lengt</u>	<u>h</u> <u>Ad-ID</u>			Rate Type
	2 WIS		/14/12 Late I	News 10pm	10 <i>p-1030p</i>	:0	0			\$1,600.00 NM
	6 WIS		15/12 5:55 PM World	News Tonight	M-Su 530-6p	:3	O DSCC12WI	04тн		\$2,450.00 NM
			End Date MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	10/15/12 Day Air	10/21/121 Date Air Time Desci	1 ription	\$1,600.00 Start/End Time	Longt	P V4 ID			Deta Tono
			21/12 10:16 PM Late I		10p-1030p		<u>h Ad-ID</u> O DSCC12WI	05тн		Rate Type \$1,600.00 NM
		Start Date	End Date MTWTFSS	Spots/Week	Rate	.0	0 0 0 11 -			ψ1,000.00 14 ψ
		10/22/12	10/28/121	1	\$1,600.00					
	Spots: # Ch		<u>Date Air Time Descr</u> 28/12 10:14 PM Late N	<u> </u>	Start/End Time		<u>h</u> <u>Ad-ID</u> O pecc13wr	ne-u		Rate Type
	4 4413	3N 3U 10/	20/12 10.14 PW Late I	vews ropm	10p-1030p	.3	O DSCC12WI	OOTH		\$1,600.00 NM
32	10/14/12	11/04/12	Late News SU 1030PI	M 1030p-11p	- 1	:30	1	\$950.00	NM	-
		Start Date 10/08/12	End Date MTWTFSS 10/14/121	Spots/Week 1	<u>Rate</u> \$950.00					
	Spots: # Ch			·	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WIS	SN Su 10/	14/12 10:52 PM Late N		1030p-11p	:3	O DSCC1ZWI	04тн		\$950.00 NM
		Start Date 10/15/12	End Date MTWTFSS 10/21/121	<u>Spots/Week</u> 1	<u>Rate</u> \$950.00					
	Spots: # Ch				Start/End Time		<u>h Ad-ID</u>			Rate Type
		SN Su 10/2			1030p-11p	:3	O DSCC12WI	05тн		\$950.00 NM
		Start Date 10/22/12	End Date MTWTFSS 10/28/121	<u>Spots/Week</u> 1	<u>Rate</u> \$950.00					
	Spots: # Ch			<u>íptíon</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	3 WIS	N Su 10/2	28/12 10:59 PM Late N	lews SU 1030PM	1030p-11p	:3	O DSCC12WI	06тн		\$950.00 NM
33	10/14/12	11/04/12	Su 458-6a	458-6AM	1	:30	1	\$200.00	NM	
			End Date MTWTFSS 10/14/121	Spots/Week 1	<u>Rate</u> \$200.00	****				
	Spots: # Ch	<u>Day</u> Air	Date <u>Air Time</u> Descr	<u>iption</u>	Start/End Time	Lengtl	h Ad-ID			Rate Type
			14/12 5:20 AM Su 45		458-6AM	:3	O DSCC12WI	04тн		\$200.00 NM
		<u>Start Date</u> 10/15/12	End Date MTWTFSS 10/21/121	<u>Spots/Week</u> 1	<u>Rate</u> \$200.00					
	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
,		:N Su 10/2 <u>Start Date</u>		8-6a Spots/Week	458-6AM Rate	:31	O DSCC12WI	05ТН		\$200.00 NM
		10/22/12	10/28/121	<u> </u>	\$200.00					
	Spots: # Ch	Day Air I	Date Air Time Descri	iption	Start/End Time	<u>Lengtl</u>	<u>h Ad-ID</u>			Rate Type
	3 WIS	N Su 10/2	28/12 5:19 AM Su 45	8-6a	458-6AM	:31	O DSCC12WI	06тн		\$200.00 NM
34	10/07/12	11/04/12	News Sun 530pm	530-6p	1	:30	1	\$500.00	NM	
1		Start Date 10/01/12	End Date MTWTFSS1	Spots/Week 1	Rate					,
	Spots: # Ch			· ·	\$500.00 Start/End Time	enefi	h Ad-ID			Rate Type
		N Su 10/0			530-6p		DSCC12WI	03тн		\$500.00 NM
,	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	<u>Rate</u>					
	•	10/08/12	10/14/121	1	\$500.00					



 Invoice #
 Invoice Date
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 939457-1
 10/28/12
 October 2012
 10/01/12 - 10/28/12

 Advertiser
 Product
 Estimate Number

 Democratic Senatorial Cam
 DSCC-IE
 1533

www.wisn.com									Spots/			
Line Start	Date	End Date	e Desc	ription		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
34 10/07	/12	11/04/12	News	s Sun 530	om	530-6p	1	:30	1	\$500.00	NM	
Spots	. <u>#</u> Ch		ir Date		Description		Start/End Time	Lengt	h Ad-ID			Rate Type
14 / I-		SN Su 1			l News Su	•	530-6p	:3	0 oscc12w	CO4TH		\$500.00 NN
Week		Start Date 10/15/12	10/21/		<u>TFSS</u> 1	Spots/Week 1	<u>Rate</u> \$500.00					
Spots	: <u>#</u> Ch		_		Description	·	Start/End Time	Lengt	h Ad-ID			Rate Type
	3 WIS	SN Su 1			News Sur		530-6p	.0	0			\$500.00 NA
	7 1886					4.11,34.12,34.13, 		.0	O preside	.0.5		*******
	7 7718	N Th 1 MG for			l LastReso ,49.2,13.8		Thu 7-8p 5.6,46.1,3.5,5.4,20.2,34		0 DSCC12W	LUGIH		\$3,400.00 NN
•	14 WIS					s Rotation	M-F/Su 10p-11p		0 DSCC12W	:06тн		\$1,600.00 NM
Weeks	s:	Start Date				,25.3,2.10,15.6,1 Spots/Week	5.6,46.1,3.5,5.4,20.2,34 Rate	+.3				
		10/22/12	10/28/		1	1	\$500.00					
Spots:		Day A			Description		Start/End Time		h Ad-ID			<u>Rate</u> <u>Type</u>
	4 WIS	SN Su 1	0/28/12	5:38 PN	News Sur	n 530pm	530-6p	:3	0 DSCC12WI	:06ТН		\$500.00 NM
35 10/07	/12	11/04/12	Sun (GMA		6-7a	1	:30	1	\$400.00	NM	
Weeks		Start Date 10/01/12	End Da		<u>TFSS</u> 1	Spots/Week	Rate \$400.00					
Spots:					Description	on '	Start/End Time	Lenat	h Ad-ID			Rate Type
•	1 WIS	N Su 1		6:30 AN	Sun GMA	7	6-7a		0 DSCC12WI	03тн		\$400.00 NM
Weeks		<u>Start Date</u> 10/08/12	End Da 10/14/1		<u>TFSS</u> 1	Spots/Week 1	<u>Rate</u> \$400.00					
Spots:	<u>#</u> Ch	<u>Day</u> A	ir Date		Description		Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
		N Su 10			Sun GMA		6-7a	:3) DSCC12WI	:04тн		\$400.00 NM
Weeks		<u>Start Date</u> 10/15/12	10/21/1		<u>TFSS</u> 1	Spots/Week 1	<u>Rate</u> \$400.00					
Spots:					Description	<u>on</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
		N Su 10			Sun GMA		6-7a	:3	DSCC12W1	:05тн		\$400.00 NM
Weeks		<u>Start Date</u> 10/22/12	End Da 10/28/1		<u>rfss</u> 1	Spots/Week	<u>Rate</u> \$400.00					
Spots:				_	Description	on '	Start/End Time	Lenat	h Ad-ID			Rate Type
-,		N Su 10			Sun GMA	_	6-7a		O DSCC12WI	:06тн		\$400.00 NM
36 10/21/	/12	10/21/12	Once			Sun 7-8p	1	:30	1	\$2,500.00	NM	
Weeks		Start Date			TFSS	Spots/Week	Rate				-	
0		10/15/12	10/21/1	-	1 	1	\$2,500.00	1				<u> </u>
Spots.		<u>Day Ai</u> N Su 10				<u> </u>	Start/End Time Sun 7-8p		<u>n Aa-ID</u> O DSCC12W3	О 5ТН		Rate Type \$2,500.00 NM
37 10/07/		11/04/12		Sun 7-9a		7-9am	1	:30	1		NIS A	\$2,500.00 NW
								.30	l	\$400.00	NM	
Weeks		Start <u>Date</u> 10/01/12			<u>rfss</u> 1	Spots/Week 1	<u>Rate</u> \$400.00					
Spots:		Day Ai			Description		Start/End Time	Lenati	h Ad-ID			Rate Type
	1 WIS	N Su 10)/07/12	8:23 AM	News Sur	17-9a	7-9am		DSCC12WI	:03тн		\$400.00 NM
Weeks	:	Start Date 10/08/12	End Da 10/14/1	ite MTW	<u>rfss</u> 1	Spots/Week	Rate					
Spots:		10/08/12 <u>Day Ai</u>			⊥ Descriptio	ı ın	\$400.00 Start/End Time	Lengti	h Ad-ID			Rate Type
•	_	N Su 10			News Sun		7-9am) DSCC12W1	:04тн		\$400.00 NM
Weeks	: 5	Start Date	End Da	ite MTW	r <u>FSS</u>	Spots/Week	<u>Rate</u>					
Cnata.		10/15/12 Day Ai	10/21/1 r Data	_	1 Descriptio	1	\$400.00	المعما	. V4 IID			Data T
		<u>Day Ai</u> N Su 10			Description News Sun		Start/End Time 7-9am		<u>1 Ad-ID</u>) oscc12w1	:05тн		<u>Rate Type</u> \$400.00 NM
Weeks	: 9	Start Date	End Da	te MTW	<u>ress</u>	Spots/Week	<u>Rate</u>	.01				ψ - 00.00πψ
	7	10/22/12	10/28/1	2	1	1	\$400.00					





| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Can	DSCC-IE	1533

Line Start Da	te End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
37 10/07/12	11/04/12	News Sun 7-9a	7-9am	1	:30	1	\$400.00	NM	
Spots. <u>#</u> 4	Ch <u>Day</u> <u>Ai</u> WISN Su 10			Start/End Time 7-9am		<u>h Ad-ID</u> 0 oscc12w	106тн		<u>Rate</u> <u>Type</u> \$400.00 NM
38 10/14/12	11/04/12	This Week With Ge	orge \$930-1030am	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/121		<u>Rate</u> \$1,000.00					
Spots: <u>#</u> 1 \	Ch <u>Day Ai</u> <i>N</i> ISN Su 10		<u>cription</u> Week With George St	Start/End Time ephan 930-1030am		<u>h Ad-ID</u> 0 DSCC12w	104 ТН		<u>Rate</u> <u>Type</u> \$1,000.00 NM
39 10/09/12	10/23/12	DanceResults	Tue 7-8p	-1	:30	1	\$5,000.00	NM	
Weeks: Spots: <u>#</u> 1 \	NISN Tu 10	10/14/12 -1 r Date	1	Rate \$5,000.00 Start/End Time Tue 7-8p	<u>Lengt</u> :0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$5,000-00 NM
4 \	NISN Tu 10	: 39.3,39.4 /09/12	rs- Judges Analysis	Tue 7-8p	:3	0 DSCC12W	104тн		\$2,500.00 NM
3 \	NISN Tu 10	· ·	S Results	Tue 8-9p	:3	0 oscc12w	104тн		\$5,000.00 NM
Weeks:	Start Date 10/22/12	•		<u>Rate</u> \$5,000.00					
Spots: <u>#</u> (2 \	Ch <u>Day Air</u> VISN Tu 10			Start/End Time Tue 7-8p		<u>h Ad-ID</u> 0 DSCC12w:	106тн		<u>Rate</u> <u>Type</u> \$5,000.00 NM
40 10/02/12	10/09/12	HappyEnd	Tue 8-9p	-1	:30	1	\$2,500.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 -1		<u>Rate</u> \$2,500.00					
Spots: <u>#</u> (<i>1</i> V	Ch <u>Day</u> <u>Air</u> VISN <i>Tu 10,</i> See <i>M</i> G	/02/12 Hap	<u>cription</u> pyEnd	Start/End Time Tue 8-9p	<u>Lengti</u> :0	<u>n Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$2,500.00 NM
3 V	VISN Tu 10. See MG	•	S Results	Tue 8-9p	:0	0			\$ 2,500.00 NM
4 V	VISN Tu 10 MG for 4	/02/12 6:58 PM DW1 -0.3 10/02	'S	Tue 7-8p	:30) oscc12w:	103тн		\$2,500.00 NM
Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 -1	1	<u>Rate</u> \$2,500.00					
Spots: <u>#</u> (2 V	VISN Tu 10		pyEnd	Start/End Time Tue 8-9p	<u>Lengti</u> .0:	<u>n Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$2,500.00 NM
41 10/02/12	10/30/12	PrivatePractice	Tue 9-10p	-1	:30	1	\$2,200.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 -1	Spots/Week 1	<u>Rate</u> \$2,200.00					
Spots: <u>#</u> 0 <i>1</i> V	Ch <u>Day Air</u> VISN <i>Tu 10/</i> See <i>M</i> G	02/12 Priva	<u>ription</u> te <i>Practic</i> e	Start/End Time Tue 9-10p	<u>Length</u> :00	<u>a Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$2,200.00 NM
4 V	VISN Th 10/		dal	Thu 9-10p	:30) DSCC12w	103тн		\$2,200.00 NM
Weeks:	Start Date 10/15/12		Spots/Week 1	<u>Rate</u> \$2,200.00					
Spots: # C	h <u>Day Air</u>	Date Air Time Desc	ription	Start/End Time	Length	<u>Ad-ID</u>			Rate Type



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WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial Can	DSCC-IE	1533

Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
41 10/02/12	10/30/12	PrivatePractice	Tue 9-10p	-1	:30	1	\$2,200.00	NM	<u>.</u>
Spots: <u>#</u> C 2 W	ch <u>Day Air</u> VISN <i>Tu</i> 10, Credited		cription atePractice	Start/End Time Tue 9-10p	<u>Lengt</u> :0	<u>h Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$2,200.00 NM
42 10/16/12	10/30/12	HappyEnd	Tue 8-9p	-1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 -1	Spots/Week 1	<u>Rate</u> \$3,000.00					
Spots: <u>#</u> C <i>1</i> W	th <u>Day Air</u> /ISN <i>Tu 1</i> 0/ Credited			Start/End Time Tue 8-9p	<u>Lengt</u> 0:	<u>h</u> <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$3,000.00 NN
Weeks:	10/22/12	End Date MTWTFSS 10/28/12 -1	1	<u>Rate</u> \$3,000.00					
Spots: <u>#</u> C 2 W	ISN Tu 10/	Date Air Time Desc /23/12 Happ 34.6,34.7,34.8,34.9,34.	pyEnd		<u>Lengt</u> :0	<u>h Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$3,000.00 NM
43 10/27/12	10/27/12	College Football Gan	ne #2230p-6p	1-	:30	1	\$7,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121-		<u>Rate</u> \$7,000.00					
Spots: <u>#</u> C 1 W	h <u>Day Air</u> /ISN Sa 10/	Date Air Time Desc 27/12 1:58 PM Colle	ription ge Football Game #2	Start/End Time 230p-6p		<u>1 Ad-ID</u> 0 DSCC12W	VI07TH		<u>Rate Type</u> \$7,000.00 NM
45 10/28/12	10/28/12	Sun 9-930A	9-930A	2	:30	2	\$225.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/122	Spots/Week 2	<u>Rate</u> \$225.00					
Spots: <u>#</u> Cl 1 W	h <u>Day Air</u> ISN S <i>u 10/</i>	Date Air Time Desc		Start/End Time 9-930A	<u>Lengti</u> :00	<u>a Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$225.00 NM
2 W	ISN Su 10/		9-9 <i>30A</i>	9-930 <i>A</i>	.00	ס			\$225.00 NM
46 10/22/12	10/22/12	General Hospital	2-3pm/1-2p	1	:30	1	\$350.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$350.00					
Spots: <u>#</u> Cl 1 W	h <u>Day Air</u> ISN <i>M 10/</i> 2	<u>Date</u> <u>Air Time</u> <u>Desc</u> 22/12	ral Hospital	Start/End Time 2-3pm/1-2p	<u>Length</u> .00	<u>Ad-ID</u>			<u>Rate</u> <u>Type</u> \$350.00 NM
48 10/15/12	11/05/12	Late News 10PM	10-1030p	1	:30	1	\$1,600.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 1	Spots/Week	<u>Rate</u> \$1,600.00					
	n <u>Day Airl</u>		<u>ription</u>	Start/End Time		Ad-ID	CTO 4771)		Rate Type
Weeks:	Start Date 10/22/12		Spots/Week	10-1030p <u>Rate</u> \$1,600.00	:30) DSCC12W	/1041H		\$1,600.00 NM
Spots: <u>#</u> Ch 2 WI	n <u>Day Air I</u>			Start/End Time 10-1030p		<u>Ad-ID</u>) oscc12w	/I05TH		<u>Rate Type</u> \$1,600.00 NM
49 10/15/12	11/05/12	The View	10-11am	1	:30	1	\$500.00	NM	\$1,000.00 [NIVI
Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 1	Spots/Week	Rate					
	Day <u>Air (</u> SN M 10/1	Date <u>Air Time</u> Descr		\$500.00 <u>Start/End Time</u> 10-11am		Ad-ID OSCC12w	/104тн		<u>Rate Type</u> \$500.00 NM

INVOICE



Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Date	e End Date	Description		Start/End Time	MTWTF\$S	Length	Spots/ Week	Rate	Туре	
49 10/15/12	11/05/12	The View	-	10-11am	1	:30	1	\$500.00	NM	-
Weeks:	10/22/12	10/28/12	ITWTFSS	Spots/Week 1	<u>Rate</u> \$500.00	1 1				
Spots: <u>#</u> (2 V	VISN M 10	0/22/12	me <u>Descrip</u> The Vid 34.9,34.10		<u>Start/End Time</u> 10-11am 34.14	Lengti :00	1 <u>Ad-ID</u>			<u>Rate</u> <u>Type</u> \$500.00 NM
51 10/15/12	11/05/12	ANDERSON	COOPER	M-F 11A-12P	1	:30	1	\$225.00	NM	
Weeks: Spots: <u>#</u> (10/15/12	10/21/12 1	<u>1TWTFSS</u> L <u>me</u> Descrip	Spots/Week 1 otion	<u>Rate</u> \$225.00 <u>Start/End Time</u>	<u>Length</u>	<u>1 Ad-ID</u>			Rate Type
1 V Weeks:	Start Date 10/22/12	End Date M 10/28/12 1	<u> TWTFSS</u> 	RSON COOPER Spots/Week 1	M-F 11A-12P <u>Rate</u> \$225.00	:30) DSCC12w:	г04тн		\$225.00 NM
Spots: <u>#</u> 0 2 V			me Descrip AM ANDEF	otion RSON COOPER	Start/End Time M-F 11A-12P		Ad-ID DSCC12w:	:05тн		<u>Rate Type</u> \$225.00 NM
55 10/15/12	11/05/12	News M-F 5	р	5-530pm	1	:30	1	\$1,000.00	NM	
Weeks: Spots: <u>#</u> 0 1 V		10/21/12 1 r Date Air Tir	ITWTFSS ne Descrip PM News M		Rate \$1,000.00 Start/End Time 5-530pm		1 <u>Ad-ID</u> 1 DSCC12W	г04тн		Rate Type \$1,000.00 NM
Weeks:		End Date M	TWTFSS	Spots/Week 1	<u>Rate</u> \$1,000.00					\$11000.00 Tala
	ch <u>Day Ai</u> VISN M 10		<u>ne</u> <u>Descrip</u> PM News N		Start/End Time 5-530pm		<u>Ad-ID</u>) oscc12w:	105ТН		<u>Rate</u> <u>Type</u> \$1,000.00 NM
56 10/15/12	11/05/12	News M-F 5a	a	5-6A	1	:30	1	\$350.00	NM	
Weeks: Spots: # C	10/15/12	10/21/12	TWTFSS ne Descrip	Spots/Week 1	Rate \$350.00 Start/End Time	Longth	V4 1D			Data T
–	VISN M 10	/15/12 5:25 / End Date M	AM News N TWTFSS		5-6A Rate \$350.00		<u>Ad-ID</u>) DSCC12W1	со4тн		<u>Rate Type</u> \$350.00 NM
. –	ch <u>Day Air</u> VISN M 10	<u>r Date</u> <u>Air Tin</u>	ne Descrip AM News M		Start/End Time 5-6A		Ad-ID DSCC12W	:05тн		<u>Rate</u> <u>Type</u> \$350.00 NM
57 10/08/12	11/05/12	News M-F 6p)	6-630pm	1	:30	1	\$1,200.00	NM	
Weeks:	Start Date 10/08/12	10/14/12 1	TWTFSS	Spots/Week 1	Rate \$1,200.00					_
Spots: <u>#</u> C 1 W Weeks:		/08/12 6:22 F End Date M	<u>ne</u> <u>Descrip</u> PM News № <u>TWTFSS</u> 		<u>Start/End Time</u> 6-630pm <u>Rate</u> \$1,200.00		<u>1 Ad-ID</u>) oscc12w1	т03тн		<u>Rate</u> <u>Type</u> \$1,200.00 NM
Spots: <u>#</u> C 2 W Weeks:	h <u>Day Air</u> /ISN M 10/ Start Date	<u>Date Air Tim</u> /15/12 6:23 F <u>End Date M</u>	ne <u>Descrip</u> PM News M TWTFSS		Start/End Time 6-630pm Rate	•	<u>Ad-ID</u>) oscc12w1	:04тн		<u>Rate</u> <u>Type</u> \$1,200.00 NM
Spots: <u>#</u> C 3 W		Date Air Tim	<u>ne</u> <u>Descrip</u> PM News M		\$1,200.00 <u>Start/End Time</u> 6-630pm		<u>Ad-ID</u>) DSCC12w:	:05тн		<u>Rate</u> <u>Type</u> \$1,200.00 NM
58 10/15/12	11/05/12	News M-F 6a	1	6-7A	1	:30	1	\$1,000.00	NM	



Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 1 0/2 8/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam		1533

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
58 10/15/12	11/05/12	News M-F 6a	6-7A	1	:30	1	\$1,000.00	NM	
Spots: <u>#</u> C 1 W Weeks:	ISN M 10		ews M-F 6a <u>SS</u> <u>Spots/Week</u>	Start/End Time 6-7A <u>Rate</u> \$1,000.00		h <u>Ad-ID</u> 0 DSCC12v	vI04TH		Rate Type \$1,000.00 NM
Spots: <u>#</u> Cl 2 W		r Date <u>Air Time</u> De	escription ews M-F 6a	Start/End Time 6-7A		h <u>Ad-ID</u> 0 pscc12v	VIO5TH		Rate Type \$1,000.00 NM
60 10/22/12	11/05/12	Entertainment Tor	ight 630p-7pm	1	:30	1	\$850.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTF 10/28/12 1		<u>Rate</u> \$850.00		0 * 10 mm			
Spots: <u>#</u> Cl <i>1</i> W	n <u>Day Air</u> ISN <i>M</i> 10	<u>Date</u> <u>Air Time</u> <u>De</u> /22/12	•	Start/End Time 630p-7pm	Lengt .0	h <u>Ad-ID</u> 0			<u>Rate Type</u> \$850.00 NM
61 10/08/12	11/05/12	Good Morning Am	erica 7-9a	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/08/12	10/14/12 1	1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> Ch 1 Wl Weeks:		/08/12 7:24 AM G	ood Morning America SS Spots/Week	<u>Start/End Time</u> 7- 9 a <u>Rate</u> \$1,000.00		<u>h Ad-ID</u>) DSCC12w	и 103тн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
Spots: <u>#</u> Ch 2 WI Weeks:	n <u>Day</u> <u>Air</u> SN M 10/ <u>Start Date</u>	Date <u>Air Time</u> De /15/12 8:48 AM Go <u>End Date MTWTF</u>	escription ood Morning America SS Spots/Week	Start/End Time 7-9a <u>Rate</u>		n <u>Ad-ID</u> D DSCC12W	л04тн		<u>Rate Type</u> \$1,000.00 NM
Spots: <u>#</u> Ch 3 Wi			•	\$1,000.00 <u>Start/End Time</u> 7-9a		n <u>Ad-ID</u> O pscc12w	л ОЅТН		<u>Rate Type</u> \$1,000.00 NM
63 10/15/12	11/05/12	LIVE WITH KELLY	'! 9-10am	1	:30	1	\$450.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTFS		<u>Rate</u> \$450.00					
Spots: <u>#</u> Ch 1 Wl Weeks:		15/12 9:49 AM LIV	/E WITH KELLY! SS Spots/Week	Start/End Time 9-10am Rate \$450.00		n <u>Ad-ID</u>) DSCC12w	ло4тн		<u>Rate</u> <u>Type</u> \$450.00 NM
Spots: <u>#</u> Ch 2 WI	<u>Day Air</u>	Date Air Time De	·	Start/End Time 9-10am		<u>Ad-ID</u> DSCC12w	/105тн		<u>Rate</u> <u>Type</u> \$450.00 NM
64 10/06/12	10/06/12	PostBadger	PostBadger	S-	:30	1	\$1,000.00	NM	
Weeks: Spots: <u>#</u> Ch	Start Date 10/01/12 Day Air	<u>End Date</u> <u>MTWTFS</u> 10/07/12S <u>Date</u> <u>Air Time</u> De	5- 1	<u>Rate</u> \$1,000.00 <u>Start/End Time</u>	Lengti	<u>1 Ad-ID</u>			Rate Type
	SN Sa 10/			PostBadger		DSCC12W			\$1,000.00 NM
65 10/06/12	10/06/12	BIG 12 BadgerPos		\$-	:30	1	\$1,500.00	NM	
Weeks: Spots: <u>#</u> Ch 1 WI:	Start Date 10/01/12 <u>Day Air</u> SN Sa 10/		- 1	Rate \$1,500.00 <u>Start/End Time</u> 630-7p, 6-630p		<u>Ad-ID</u>) DSCC12W	103тн		<u>Rate</u> <u>Type</u> \$1,500.00 NM
66 10/04/12	10/04/12	LastResort	Thu 7-8p	T	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFS 10/07/12T		<u>Rate</u> \$3,000.00					



End Date

Line Start Date

Weeks:

71 10/04/12

Weeks:

Spots: # Ch

Spots: # Ch

Start Date

10/05/12

Start Date

10/01/12

Day Air Date

Day Air Date

10/05/12

10/04/12

10/05/12

10/01/12

1 WISN Th

2 WISN F

1 WISN F

End Date

10/07/12

Nightline

End Date

10/07/12

Send Payment To: WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Description

Invoice # 939457-1

Start/End Time

Invoice Date Invoice Month October 2012

Rate

Type

Invoice Period 10/01/12 - 10/28/12

Advertiser

MTWTFSS

Product

Spots/

Week

Estimate Number

Democratic Senatorial Cam DSCC-IE

Length

10/28/12

1533

66 10/04/12	10/04/12	LastResort	Thu 7-8p	Т	:30	1	\$3,000.00	NM	
Spots: <u>#</u> C 1 W		<u>Date</u> <u>Air Time</u> <u>De</u> /04/12 6:59 PM La		<u>Start/End Time</u> Thu 7-8p	Length :30	<u>Ad-ID</u> DSCC12w1	:03тн		Rate Type \$3,000.00 NM
67 10/04/12	10/05/12	News M-F 5a	5-6A	TF	:30	1	\$350.00	NM	1
Weeks:	Start Date 10/01/12	End Date MTWTFS 10/07/12TF-		<u>Rate</u> \$350.00					
Spots: <u>#</u> Cl 1 W		<u>Date</u> <u>Air Time</u> <u>De</u> /04/12 5:12 AM Ne		Start/End Time 5-6A	Length .	<u>Ad-ID</u> DSCC12WI	:03тн		<u>Rate</u> <u>Type</u> \$350.00 NM
68 10/06/12	10/06/12	Sa 458-6a	456-6AM	s -	:30	1	\$250.00	NM	
Weeks: Spots: <u>#</u> Cl 1 W		End Date MTWTFS 10/07/12S Date Air Time De /06/12 5:43 AM Sa	- 1 scription	<u>Rate</u> \$250.00 <u>Start/End Time</u> 456-6AM	Length :	Ad-ID DSCC12wI	:03тн		<u>Rate Type</u> \$250.00 NM
69 10/07/12	10/07/12	Su 458-6a	458-6AM	- -s	:30	1	\$200.00	NM	
Weeks: Spots: # Ch			S 1 scription	Rate \$200.00 Start/End Time	Length :				Rate Type
70 10/04/12	ISN Su 10/ 10/05/12	07/12 5:51 AM Su KATIE COURIC	456-6a M-F 2-3P	458-6AM	:30	DSCC12WI 2	\$400.00	NM	\$200.00 NM

Rate

M-F 2-3P

M-F 2-3P

Rate

11p-1130p

Start/End Time

---TF--

\$1,500.00

Start/End Time

\$400.00

72 10/06/12 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035p :30 \$250.00 NM MTWTFSS Start Date End Date Weeks:

Spots/Week

11p-1130p

Spots/Week

Spots/Week Rate 10/01/12 10/07/12 ----S-\$250.00

MTWTFSS

---TF--

MTWTFSS

---TF--

11:18 PM Nightline

Air Time Description

Air Time Description

2:53 PM KATIE COURIC

2:27 PM KATIE COURIC

Air Time Description Length Ad-ID Spots: # Ch Day Air Date Start/End Time Rate Type :30 DSCC12wI03TH 1 WISN Sa 10/06/12 11:48 PM INSIDE THE HUDDLE INSIDE HUD 1035p \$250.00 NM

> Total Spots 230

Length Ad-ID

Length Ad-ID

:30

:30 DSCC12WI03TH

:30 DSCC12WI03TH

:30 DSCC12WI03TH

\$1,500.00

\$210,650.00

Rate Type

Rate Type

\$1,500.00 NM

NM

\$400.00 NM

\$400.00

Agency Commission

\$31,597.50

Net Amount Due

Gross Total

\$179,052.50

Payment Terms 30 Days

10/29/12 - 11/06/12

Alt Order #



WISN TV 759 N. 19th Street Milwaukee, WI 53233 Main: (414)342-8812

Billing: (781)433-4283

www.wisn.com

Billing Address:

Great American Media Attention: Accounts Payable 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Send Payment To:

Weeks:

WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

	INVOICE			rage 1 0	10
t	Invoice #	Invoice Date	Invoice Month	Invoice Period	

11/11/12

Flight Dates

939457-2

Station	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

November 2012

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-JE	1533

10/02/12 - 11/06/12	939457	06262067
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		
IDB # 8091	Advertiser Code 49	Product Code 53
Agency Ref	Advertiser Ref	-

Order #

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							Spots/			
ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1	10/02/12	11/02/12	General Hospital	2-3pm/1-2p	-TWTF	:30	2	\$350.00	NM	
	Weeks.	Start Date 10/29/12	End Date MTWTFSS 11/04/12 -TWTF	Spots/Week 2	<u>Rate</u> \$350.00					
	Spots: # Ch			_	Start/End Time	Longi	h Ad-ID			Boto Tum
	. –			al Hospital	2-3pm/1-2p	:C				<u>Rate Typ</u> \$350.00 N
	J 111		57.6,57.7,57.8	ai i ioophai	z-spmi i-zp		U			ФФФФ:ОӨ 1V,
	10 WI			al Hospital	2-3pm/1-2p	:0	0			\$350.00 N
	****	See MG	57.6,57.7,57.8	,	····					
2	10/02/12	11/02/12	Late News 10PM	10-1030p	-TWTF	:30	2	\$1,600.00	NM	
	Weeks:	Start Date 10/29/12	End Date MTWTFSS -TWTF	<u>Spots/Week</u> 4	<u>Rate</u> \$1,600.00					
	Spots: # Ch	Day Air	Date <u>Air Time</u> Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Typ
	13 WI	SN Tu 10/3	30/12 10:13 PM Late N	ews 10PM	10-1030p	:3	O DSCC12w	108тн		\$1,600.00 NI
	14 WI	SN W 10/3	31/12 10:12 PM Late N	ews 10PM	10-1030p	:3	O DSCC12W	108тн		\$1,600.00 NI
	15 WI	SN Th 11/0	01/12 10:12 PM Late N	ews 10PM	10-1030p	:3	O DSCC12W	108тн		\$1,600.00 NI
	12 WI	SN F 11/	02/12 10:28 PM Late N	ews 10PM	10-1030p	:3	0 DSCC12W	108тн		\$1,600.00 N
3	10/02/12	11/02/12	The View	10-11am	-TWTF	:30	2	\$500.00	NM	
1	Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 -TWTF	Spots/Week 4	<u>Rate</u> \$500.00					
;	Spots: # Ch	<u>Day Air</u>	<u>Date</u> <u>Air Time</u> <u>Descri</u>	<u>ption</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Typ
	11 WI	SN W 10/3	31/12 9:58 AM The Vi	ew	10-11am	:3	O DSCC12w:	108тн		\$500.00 NI
	13 WI	SN W 10/3	31/12 10:35 AM The Vi	ew	10-11am	:3	O DSCC12w:	108тн		\$500.00 N
	14 WI	SN Th 11/0	01/12 10:54 AM The Vi	ew	10-11am	:3	O DSCC12w:	I08TH		\$500.00 N
	12 WI	SN F 11/0	02/12 10:34 AM The Vi	ew	10-11am	:3	0 DSCC12W	I08TH		\$500.00 N
4	10/02/12	11/02/12	Late News 1030PM	1030p-11p	-TWTF	:30	1	\$950.00	NM	
1	Neeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 -TWTF	Spots/Week 1	<u>Rate</u> \$950.00					
\$	Spots: # Ch	<u>Day</u> Airl	Date Air Time Descri	<u>otion</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Typ
	5 WIS	SN Tu 10/3	30/12 10:46 PM Late N	ews 1030PM	1030p-11p	:3	DSCC12W	108ТН		\$950.00 NM
	10/02/12	11/02/12	Nightline	11p-1130p	-TWTF	:30	1	\$750.00	NM	

<u>Rate</u>

Spots/Week

MTWTFSS

Start Date End Date





Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-2	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	· -	1 <i>5</i> 33

ine S	tart Date	End Date	Description	Stárt/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
5 1	0/02/12	11/02/12	Nightline	11p-1130p	-TWTF	:30	1	\$7 <i>5</i> 0.00	NM	
Sp	pots: <u>#</u> Ch 7 WIS	SN Th 11/			\$750.00 <u>Start/End Time</u> 11p-1130p	<u>Length</u> :00	n <u>Ad-ID</u>)			<u>Rate</u> <u>Typ</u> \$750.00 Ni
	8 WIS		02/12 11:17 PM Nig	htline	11p -1130 p	:30	oscc12w	108тн		\$750.00 Nr
6 10	0/02/12	11/02/12	ANDERSON COOF	PER M-F 11A-12P	-TWTF	:30	2	\$225.00	NM	
		Start Date 10/29/12	End Date MTWTFS 11/04/12 -TWTF-	- 4	<u>Rate</u> \$225.00		ALID			
Sp	oots: <u>#</u> Ch 14 WIS 13 WIS	SN Tu 10/3	30/12 11:21 AMAN	SCIIDTION DERSON COOPER DERSON COOPER	Start/End Time M-F 11A-12P M-F 11A-12P	:30	<u>1 Ad-ID</u>) DSCC12W) DSCC12W			<u>Rate</u> <u>Typ</u> \$225.00 Nf
	12 WIS	SN Th 11/9	01/12 11:36 AMAN	DERSON COOPER	M-F 11A-12P) DSCC12W:			\$225.00 Ni \$225.00 Ni
	11 WIS	SN F 11/0	02/12 11:24 AMANI	DERSON COOPER	M-F 11A-12P	:30	DSCC12W	108тн		\$225.00 NN
7 16	0/09/12	11/02/12	THE CHEW	12P-1P	-TWTF	:30	2	\$300.00	NM	<u>-</u>
		Start Date 10/29/12	End Date MTWTFS. 11/04/12 -TWTF-	- 2	<u>Rate</u> \$300.00			• • •		
Sp	ots: <u>#</u> Ch 7 WIS	<u>Day Airl</u> 3N W 10/3	<u>Date</u> <u>Air Time</u> <u>Des</u> 31/12 12:33 PM TH		Start/End Time 12P-1P		<u> Ad-ID</u> DSCC12w:	108тн		<u>Rate</u> <u>Typ</u> \$300.00 NI
			01/12 12:31 PM THE		12P-1P		DSCC12W			\$300.00 N
8 10	0/02/12	11/02/12	KATIE COURIC	M-F 2-3P	-TWTF	:30	2	\$400.00	NM	<u>,</u>
We		10/29/12	End Date MTWTFS: 11/04/12 -TWTF		<u>Rate</u> \$400.00					
Sp	ots: <u>#</u> Ch	<u>Day</u> <u>Airl</u> 3N Tu 10/3	Date <u>Air Time</u> Des 30/12 2:46 PM KA		Start/End Time M-F 2-3P		<u>Ad-ID</u>) DSCC12w:	TOSTH		<u>Rate</u> <u>Typ</u> \$400.00 Nf
	10 WIS		01/12 2:57 PM KA		M-F 2-3P		DSCC12W			\$400.00 Ni
9 10	0/02/12	11/02/12	3-4p	3-4p	-TWTF	:30	2	\$500.00	NM	
We		Start Date 10/29/12	End Date MTWTFS: 11/04/12 -TWTF-		<u>Rate</u> \$500.00				,,,,,,	
Sp	ots: # Ch	<u>Day Air I</u> N Tu 10/3			Start/End Time		<u>Ad-ID</u> DSCC12w:	T00T11		Rate Type
	9 WIS				3-4p 3-4p		DSCC12W			\$500.00 NM \$500.00 NM
10 10	0/02/12	11/02/12	DR. OZ	4P-5P	-TWTF	:30	2	\$600.00	NM	
We			End Date MTWTFSS		<u>Rate</u> \$600.00					<u> </u>
Sp	ots: # Ch	Day Air I			Start/End Time	<u>Length</u>				Rate Type
	9 WIS 10 WIS			OZ OZ	4P-5P <i>4P-5P</i>	:30 :00) OSCC12W:	108тн		\$600.00 NN
	70 VVIG		57.6,57.7,57.8	OZ.	4P-5P	.00	, 			\$600,00 NA
11 10)/02/12	11/02/12	News M-F 5p	5-530pm	-TWTF	:30	2	\$1,000.00	NM	··· -
We		10/29/12	End Date MTWTFS5 11/04/12 -TWTF		<u>Rate</u> \$1,000.00					
_	ots: # Ch	Day Air [<u> Date Air Time Des</u>	cription	Start/End Time		Ad-ID			Rate Type
Sp	14 WIS	N Tu 10/3	30/12 5:19 PM New	a AA F Ew	5-530pm		DSCC12W:	-A9		\$1,000.00 NM



Weeks:

Start Date End Date

MTWTFSS

Send Payment To: WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice Month Invoice Date Invoice # Invoice Period 939457-2 11/11/12 November 2012 10/29/12 - 11/06/12

l Advertiser	Product	Estimate Number
	<u> </u>	
Democratic Senatorial Can	IDSCCLIE	1533
Democratic Genatorial Gan	DOOO-IL	1333

www.wisn.com							
				Spots/			
Line Start Date End Date Descriptio	n Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
11 10/02/12 11/02/12 News M-F	5p 5-530pm	-TWTF	:30	2	\$1,000.00	NM	
Spots: # Ch Day Air Date Air	Time Description	Start/End Time	Lengt	h Ad-ID			Rate Type
12 WISN F 11/02/12 5:2	21 PM News M-F 5p	5-530pm	:3	0 DSCC12w	108тн		\$1,000.00 NM
12 10/02/12 11/02/12 News M-F	5a 5-6A	-TWTF	:30	2	\$350.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> 10/29/12 11/04/12	MTWTFSS Spots/Week -TWTF 4	<u>Rate</u> \$350.00					
	Time Description	Start/End Time		h Ad-ID			Rate Type
	23 AM News M-F 5a	5-6A		0 DSCC12W			\$350.00 NM
	25 AM News M-F 5a	5-6A		0 DSCC12W			\$350.00 NM
	4 AM News M-F 5a	5-6A) DSCC12W			\$350.00 NM
12 WISN F 11/02/12 5:2	9 AM News M-F 5a	5-6A	:31	DSCC12W	1081H		\$350.00 NM
13 10/02/12 11/02/12 News M-F	6p 6-630pm	-TWTF	:30	2	\$1,200.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> 10/29/12 11/04/12	MTWTFSS Spots/Week -TWTF 3	<u>Rate</u> \$1,200.00					7,1
Spots: <u>#</u> Ch <u>Day</u> <u>Air Date</u> <u>Air 1</u>	Time Description	Start/End Time	Lengtl	n <u>Ad-ID</u>			Rate Type
	7 PM News M-F 6p	6-630pm	:30) DSCC12W	108тн		\$1,200.00 NM
	4 PM News M-F 6p	6-630pm	:30) DSCC12W	17801		\$1,200.00 NM
14 WISN F 11/02/12 See MG 57.6,57.7,57.	News M-F 6p 8	6-630 <i>p</i> m	:00	ס			\$1,200.00 NM
14 10/02/12 11/02/12 News M-F	6a 6-7A	-TWTF	:30	2	\$1,000.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> 10/29/12 11/04/12	MTWTFSS Spots/Week -TWTF 4	<u>Rate</u> \$1,000.00					
Spots: # Ch <u>Day Air Date</u> <u>Air î</u>	Time Description	Start/End Time	Length	Ad-ID			Rate Type
12 WISN Tu 10/30/12 6:2:	3 AM News M-F 6a	6-7A	:30	DSCC12W	:06тн		\$1,000.00 NM
15 WISN W 10/31/12 6:2:	2 AM News M-F 6a	6-7A	:30) DSCC12w	:08тн		\$1,000.00 NM
	3 AM News M-F 6a	6-7A	:30) DSCC12WI	108тн		\$1,000.00 NM
13 WISN F 11/02/12 6:2	9 AM News M-F 6a	6-7A	:30) DSCC12W	:08тн		\$1,000.00 NM
15 10/02/12 11/02/12 Entertainm	ent Tonight 630p-7pm	-TWTF	:30	2	\$850.00	МИ	
Weeks: <u>Start Date</u> <u>End Date</u> 10/29/12 11/04/12	MTWTFSS Spots/Week -TWTF 3	<u>Rate</u> \$850.00				,	
Spots: # Ch Day Air Date Air T	<u> Cime</u> Description	Start/End Time	Length	Ad-ID			Rate Type
12 WISN Tu 10/30/12 6:42	2 PM Entertainment Tonight	630p-7pm	:30	oscc12w	:08тн		\$850.00 NM
10 WISN W 10/31/12 6:47	7 PM Entertainment Tonight	630p-7pm	:30	DSCC12W	t08тн		\$850.00 NM
11 WISN <i>Th</i> 11/01/12 See <i>MG</i> 57.6,57.7,57.6	Entertainment Tonight 8	630 <i>p-7p</i> m	:00	כ			\$850.00 NM
	ning America 7-9a	-TWTF	:30	3	\$1,000.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> 10/29/12 11/04/12	MTWTFSS Spots/Week -TWTF 5	Rate \$1,000.00					
	ime Description	Start/End Time	Length	Ad-ID			Rate Type
	3 AM Good Morning America	7-9a	:30	DSCC12w	:06тн		\$1,000.00 NM
18 WISN W 10/31/12 8:40	O AM Good Morning America	7-9a	:30) DSCC12WI	нт80		\$1,000.00 NM
19 WISN Th 11/01/12 7:26	6 AM Good Morning America	7-9a	:30) DSCC12WI	нт80		\$1,000.00 NM
	9 AM Good Morning America	7-9a	:30) oscc12w3	нт80		\$1,000.00 NM
20 WISN F 11/02/12 8:55	5 AM Good Morning America	7-9a	:30	DSCC12WI	108тн		\$1,000.00 NM
17 10/02/12 11/02/12 LIVE WITH	KELLY! 9-10am	-TWTF	:30	2	\$450.00	NM	

Rate

Spots/Week



| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-2 | 11/11/12 | November 2012 | 10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Date End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
17 10/02/12 11/02/12	LIVE WITH KELLY!	9-10am	-TWTF	:30	2	\$450.00	NM	
Spots: <u>#</u> Ch <u>Day Air D</u> 14 WISN Tu 10/30 13 WISN W 10/31 11 WISN Th 11/01	9:51 AM LIVE V 12 9:36 AM LIVE V 12 9:35 AM LIVE V	WITH KELLY! WITH KELLY! WITH KELLY!	\$450.00 <u>Start/End Time</u> 9-10am 9-10am	:30 :30 :30	n <u>Ad-ID</u>) DSCC12WI) DSCC12WI) DSCC12WI	108тн 108тн		Rate Type \$450.00 NM \$450.00 NM \$450.00 NM
12 WISN F 11/02 19 10/08/12 11/05/12	1/12 9:38 AM LIVE V	Prime Other	9-10am 1	.30) oscc12w1 1	\$5,000.00	NM	\$450.00 NM
Weeks: Start Date	Ind Date MTWTFSS 1/04/12 1 ate Air Time Descri 1/12 8:35 PM Dancir	Spots/Week 1 ption	Rate \$5,000.00 Start/End Time Prime Other Rate	Length	<u>Ad-ID</u>) DSCC12WI		TAIVE	<u>Rate</u> <u>Type</u> \$5,000.00 NM
11/05/12 1 Spots: <u>#</u> Ch <u>Day Air Day</u> 5 WISN <i>M</i> 11/05	1/11/12 1 ate <u>Air Time</u> Descrì	1 ptìon	\$5,000.00 Start/End Time Prime Other	<u>Length</u> :00	<u>Ad-ID</u>)			<u>Rate</u> <u>Type</u> \$5,000.00 NM
20 10/22/12 10/29/12	Castle	Mon 9-10p	1	:30	1	\$4,000.00	NM	<u>,</u>
10/29/12 1 Spots: <u>#</u> Ch <u>Day</u> <u>Air Da</u> 2 WISN <i>M</i> 10/29			Rate \$4,000.00 <u>Start/End Time</u> <i>Mon</i> 9-10p	<u>Length</u> :00	<u>Ad-ID</u>)			<u>Rate</u> <u>Type</u> \$4,000.00 NM
21 10/06/12 11/03/12	Late News Sa 10pm	10-1035p	1-	:30	1	\$600.00	NM	
	/12 11:12 PM Late No		Rate \$600.00 <u>Start/End Time</u> 10-1035p		ı <u>Ad-ID</u>) oscc12wI	:08тн		<u>Rate</u> <u>Type</u> \$600.00 NM
23 10/06/12 11/03/12	News Sa 6p-630p	6-630pm	1-	:30	1	\$500.00	NM	
	/12 News \$.11	Sa 6p-630p	Rate \$500.00 Start/End Time 6-630pm 530-6p	:00:		:08тн		<u>Rate</u> <u>Type</u> \$500.00 NM \$500.00 NM
MG for 23.5	11/03							4000.00 14M
	Sa 458-6a 	456-6AM	1-	:30	1	\$200.00	NM	
			<u>Rate</u> \$200.00 <u>Start/End Time</u> 456-6AM	<u>Length</u> :30	<u>Ad-ID</u> DSCC12WI	08тн		<u>Rate</u> <u>Type</u> \$200.00 NM
25 10/06/12 11/03/12	News Sa 6p-630p	6-630pm	1-	:30	1	\$700.00	NM	
	nd Date <u>MTWTFSS</u> 1/04/121- te <u>Air Time</u> Descrip	Spots/Week 1 otion	<u>Rate</u> \$700.00 <u>Start/End Time</u>	Length	Ad-ID			Rate Type

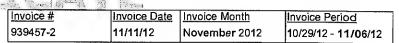


Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-2	11/11/12	November 2012	10/ 2 9/12 - 11 /0 6/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
25 10/06/12	11/03/12	News Sa 6p-630p	6-630pm	1-	:30	1	\$700.00	NM	
			***************************************	Charliffed Time			***************************************		D-1- T
Spots: <u>#</u> Cl 5 W	ISN Sa 11.		ws Sa 6p-630p	Start/End Time 6-630pm	:00	<u>Ad-ID</u>)			<u>Rate</u> <u>Туре</u> \$700.00 ŅЛ
6 W	ISN Tu 11. See MG	/06/12 PC	DLITICAL PROGRAM	POLITICAL PRO)GI :00)			\$700-00 NN
7 W	ISN <i>Tu 11.</i> See MG		LITICAL PROGRAM	POLITICAL PRO)GI :00)			\$800.00 NN
8 W	ISN Tu 11. MG for 2	/06/12 4:27 PM PC	LITICAL	VARIOUS	:30) DSCC12W	нт801		\$800.00 NN
9 W	ISN Tu 11. MG for 2	/06/12 4:47 PM PC 25.6 11/06	LITICAL	VARIOUS	:30) DSCC12w	I 08тн		\$700.00 NN
26 10/06/12	11/03/12	Sat GMA	6-7a	1-	:30	1	\$600.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS		<u>Rate</u> \$600.00					- COLOR
Spots: <u>#</u> Ch 5 Wi	n <u>Day Air</u> SN Sa 117			Start/End Time 6-7a		Ad-ID DSCC12w	108тн		<u>Rate</u> <u>Type</u> \$600.00 NM
27 10/20/12	11/03/12	SA 630-7p	630p-7p	1-	:30	1	\$500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS		<u>Rate</u> \$500.00				,	
Spots: # Ch			•	Start/End Time	Length	Ad-ID			Rate Type
2 WI	SN Sa 11/ Se <i>e MG</i>	/03/12 SA 23.7,23.8,23.9,23.10	630-7p	630 <i>p-7p</i>	:00:)			\$500.00 NN
30 10/13/12	11/03/12	News Sat 7-9a	7-9am	1-	:30	1	\$450.00	MM	
Weeks:	Start Date 10/29/12	End Date MTWTFS 11/04/121		<u>Rate</u> \$450.00					
Spots: # Ch				Start/End Time	Length				Rate Type
4 WI	SN Sa 11/	03/12 7:28 AM Ne	ws Sat 7-9a	7-9am	:30) DSCC12W	108тн		\$450.00 NM
31 10/07/12	11/04/12	Late News 10pm	10p-1030p	1	:30	1	\$1,600.00	MM	
Weeks:	Start Date 10/29/12	End Date MTWTFS 11/04/12		<u>Rate</u> \$1,600.00					
Spots: # Ch	Day Air	Date <u>Air Time</u> Des	scription	Start/End Time	Length	Ad-ID			<u>Rate</u> Type
5 WI	SN Su 11/ See MG	'04/12 Lat 57.6,57.7,57.8	e News 10pm	10p-1030p	:00)			\$ 1,600.00 NM
32 10/14/12	11/04/12	Late News SU 1030	PM 1030p-11p	1	:30	1	\$950.00	MM	
Weeks:	Start Date 10/29/12	End Date MTWTFS 11/04/12		<u>Rate</u> \$950.00					<u>, , , , , , , , , , , , , , , , , , , </u>
Spots: # Ch				Start/End Time	Length	Ad-ID			<u>Rate</u> Type
4 WI	SN Su 11/ See MG	04/12 Lat 57.6,57.7,57.8	e News SU 1030PM	1030p-11p	:00:)			\$950.00 NM
33 10/14/12	11/04/12	Su 458-6a	458-6AM	1	:30	1	\$200.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS 11/04/12		<u>Rate</u> \$200.00					
Spots: # Ch	Day Air	Date <u>Air Time</u> Des		Start/End Time	Length				Rate Type
4 WI	SN Su 11/	04/12 5:57 AM Su	4 <i>5</i> 8-6a	458-6AM	:30	DSCC12W	108тн		\$200.00 NM
34 10/07/12	1 1/04/12	News Sun 530pm	530-6p	1	:30	1	\$ <i>5</i> 00.00	NM	





Advertiser	Product	Estimate Number
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ine Start Dat	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
34 10/07/12	11/04/12	News Sun 530pm	530-6p	1	:30	1	\$500.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTF5		<u>Rate</u> \$500.00			****		
Spots: <u>#</u> (6 \	NISN Tu 10	0/30/12 3:30 PM 3-4	4p	<u>Start/End Time</u> 3-4p 5.6,46.1,3.5,5.4,20.2,34.3	:30	<u>Ad-ID</u> DSCC12WIC)8тн		<u>Rate</u> <u>Type</u> \$1,350.00 NM
12 V	WISN Tu 10 MG for		nmy Kimmel .2,13.8,25.3,2.10,15.8,15	1130-1230a / 11P 5.6,46.1,3.5,5.4,20.2,34.3) DSCC12WIO	8ТН		\$250.00 NM
13 V	WISN W 10 MG for			1130-1230a / 11P 5.6,46.1,3.5,5.4,20.2,34.3) DSCC12WIO	98тн		\$250.00 NM
8 V	VISN Th 11 MG for			4P-5P 5.6,46.1,3.5,5.4,20.2,34.3) DSCC12WIO	18 ТН		\$1,275.00 NM
10 V	VISN Th 11	/01/12 7:30 PM 46	TH ANNUAL CMA AWA		:30) DSCC12WIO	98тн		\$12,000.00 NM
9 V	WISN F 11	/02/12 4:12 PM DF	R. OZ	4P-5P 5.6,46.1,3.5,5.4,20.2,34.3	:30) DSCC12WIO	8тн		\$1,275.00 NM
11 V Weeks:	VISN F 11 MG for	/02/12 12:28 AM Jin	nmy Kimmel 2,13.8,25.3,2.10,15.8,15	1130-1230a / 11P 5.6,46.1,3.5,5.4,20.2,34.3 Rate	-1 :30) DSCC12WIO	8ТН		\$250.00 NM
	10/29/12	11/04/12	1	\$500.00					
Spots: <u>#</u> (5 V	Ch <u>Day Ai</u> i VISN Su 11		scription ws Sun 530pm	<u>Start/End Time</u> 530-6p		<u> Ad-ID</u> DSCC12WIO	8тн		<u>Rate Type</u> \$500.00 NM
35 10/07/12	11/04/12	Sun GMA	6-7a	1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS		<u>Rate</u> \$400.00					
Spots: # 0	Ch <u>Day Air</u>			Start/End Time		Ad-ID	0		Rate Type
37 10/07/12	11/04/12	/04/12 6:29 AM Su News Sun 7-9a	7-9am	6-7a 1	:30) DSCC12WI0	\$400.00	NM	\$400.00 NM
					.30	I	φ400.00	MIM	
Weeks:	Start Date 10/29/12	End Date MTWTFS 11/04/12	1 1	Rate \$400.00	l	ALID			
Spots: # C 5 V	Ch <u>Day Air</u> VISN Su 11		scription ws Sun 7-9a	<u>Start/End Time</u> 7-9am		<u>Ad-ID</u>) DSCC12WIO	8тн		<u>Rate Type</u> \$400.00 NM
38 10/14/12	11/04/12	Thìs Week With Ge	eorge 5930-1030am	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS 11/04/12		<u>Rate</u> \$1,000.00					
Spots: <u>#</u> C 2 V			scription s Week With George St	Start/End Time		Ad-ID DSCC12WI0	8тн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
41 10/02/12	10/30/12	PrivatePractice	Tue 9-10p	-1	:30	1	\$2,200.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS 11/04/12 -1		<u>Rate</u> \$2,200.00				*****	<u>,</u>
Spots: # C 3 W	VISN Tu 10		scription vatePractice	Start/End Time Tue 9-10p	Length :00				<u>Rate Type</u> \$2,200.00 NM
42 10/16/12	10/30/12	HappyEnd	Tue 8-9p	-1	.30	1	\$3,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFS 11/04/12 -1		<u>Rate</u> \$3,000.00					
Spots: # C		Date Air Time Des 30/12 8:49 PM Hap		Start/End Time		<u>Ad-ID</u> DSCC12WIO	Ят ы		Rate Type
3 VI	MOIN TU TU/	JUIL 0.43 FINI TIA	рувни	Tue 8-9p	:30	DOCCIEMIO	UIR		\$3,000.00 NM

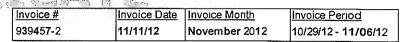


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Invoice #	Invoice Date	Invoice Month	Invoice Period
93945 7-2	11/11/12	November 2012	10/ 2 9/12 - 11/0 6/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Da	ite End Date	Description		Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре		
44 11/03/12	2 11/03/12	ABC Prime Co	llege Fo	otb7-1030p	2-	:30	2	\$1,300.00	NM		
Weeks: Spots: # 2	WISN Sa 1:	11/04/12 ir Date <u>Air Time</u>		Spots/Week 2 Iption Prime College Footbal	Rate \$1,300.00 Start/End Time 7-1030p	<u>Lengt</u> :0	<u>h Ad-ID</u> 0			<u>Rate</u> \$1,300.00	
1	WISN Sa 11	I/03/12 6:59 PN	1 ABC F	rime College Footbal	7-1030p	:3	O DSCC1ZW	/108тн		\$1,300.00	NM
45 10/28/12	10/28/12	Sun 9-930A		9-930A	2	:30	2	\$225.00	NM		
Weeks: Spots: #		10/28/12	TFSS 2 Descri	Spots/Week 2 ption	<u>Rate</u> \$225.00 <u>Start/End Time</u>	Lengt	h Ad-ID			Rate	Туре
ł				News Tonight	M-Su 530-6p		O DSCC12W	/107тн		\$4,000.00	
	WISN Tu 10 See MG	45.6	vvoria	News Tonight	M-Su 530-6p	:0	U			\$4,000.00	NM
4	WISN W 10 MG for:)/31/12 5:55 PN 28.2,18.1,13.11,25		News Tonight 2.11,1.8,45.2,45.1	M-Su 530-6p	:3	O DSCC1ZW	/108тн		\$4,000.00	NM
5	WISN Sa 11			e Football Game #1	11a-230	0:	0			\$800.00	NM
47 11/06/12	11/06/12	General Hospit	ai	2-3pm/1-2p	-1	:30	1	\$350.00	NM		
Weeks:	Start Date 11/05/12		TFSS	Spots/Week 1	<u>Rate</u> \$350.00					,	
Spots: <u>#</u> 1	Ch <u>Day Ai</u> WISN Tu 11			ption al Hospital	Start/End Time 2-3pm/1-2p		<u>h Ad-ID</u> 0 DSCC12w	ит801у	. 20000	<u>Rate</u> \$350.00	
48 10/15/12	11/05/12	Late News 10P	М	10-1030p	1	:30	1	\$1,600.00	NM		
Weeks: Spots: # 3 Weeks:	WISN M 10	11/04/12 1 r Date Air Time /29/12 10:25 PM End Date MTM		Spots/Week 1 ption ews 10PM Spots/Week 1	Rate \$1,600.00 <u>Start/End Time</u> 10-1030p <u>Rate</u> \$1,600.00		<u>h Ad-ID</u> O BSCC12w	и106тн		Rate \$1,600.00	Type NM
Spots: #				ption '	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate :	Түре
4	WISN M 11	/05/12 10:25 PM	Late N	ews 10PM	10-1030p	:3	0 DSCC1ZW	/108ТН		\$1,600.00	NM
49 10/15/12	11/05/12	The View		10-11am	1	:30	1	\$500.00	NM	"	
	10/29/12 Ch <u>Day Air</u> WISN M 10	<u>Date</u> <u>Air Time</u> /29/12 10:59 AM <u>End Date</u> <u>MTW</u>	Descrij		Rate \$500.00 Start/End Time 10-11am Rate \$500.00		h <u>Ad-ID</u> O DSCC12w	/106тн		<u>Rate</u> \$500.00	
	Ch <u>Day Air</u>	Date <u>Air Time</u>	Descrip		Start/End Time		h Ad-ID			<u>Rate</u>	Түре
		/05/12 10:33 AM	The Vi		10-11am		0 DSCC12W			\$500.00	NM
50 11/06/12	11/06/12	The View		10-11am	-1	:30	1	\$500.00	NM 		
	11/05/12 Ch <u>Day</u> <u>Air</u>	Date <u>Air Time</u>	Descrip		<u>Rate</u> \$500.00 <u>Start/End Time</u>		h <u>Ad-ID</u>			<u>Rate</u>	<u>Гүре</u>
		/06/12 10:33 AM			10-11am	:3	O DSCC12W	/IU8TH		\$500.00	NM
51 10/15/12	11/05/12	ANDERSON C	OOPER	M-F 11A-12P	1	:30	1	\$225.00	NM		





<u>Advertiser</u>	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

							Spots/			
Line Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
51 10/15/12	11/05/12	ANDERSON	COOPER	M-F 11A-12P	1	:30	1	\$225.00	NM	- Included the second s
Weeks: Spots: # C 3 W Weeks:		11/04/12 1- r Date Air Tim- 0/29/12 11:31 A	WTFSS e Descript MANDERS WTFSS	Spots/Week 1 ion SON COOPER Spots/Week	<u>Rate</u> \$225.00 <u>Start/End Time</u> M-F 11A-12P Rate		<u>Ad-ID</u> DSCC12wI	06тн		<u>Rate</u> <u>Type</u> \$225.00 NM
Spots: <u>#</u> C	11/05/12	11/11/12 1- r Date <u>Air Tim</u>	e <u>Descript</u>	1	\$225.00 Start/End Time M-F 11A-12P	<u>Length</u> :30	Ad-ID DSCC12WI	08тн		<u>Rate</u> <u>Type</u> \$225.00 NM
52 10/29/12	11/05/12	3-4p		3-4p	1	:30	1	\$500.00	NM	
	10/29/12 h <u>Day Ai</u> /ISN M 10	11/04/12 1- r Date Air Tim 1/29/12 3:59 PI End Date MT	WTFSS e Descripti M 3-4p WTFSS	<u>Spots/Week</u> 1 ion <u>Spots/Week</u> 1	Rate \$500.00 Start/End Time 3-4p Rate \$500.00		<u>Ad-ID</u> DSCC12WI	06тн		<u>Rate</u> <u>Type</u> \$500.00 NM
Spots: <u>#</u> C 2 W		<u>r Date</u> <u>Air Time</u> /05/12 2:59 Pl	e <u>Descripti</u> M 3-4p	<u>on</u>	Start/End Time 3-4p	Length :30	Ad-ID DSCC12WI	08тн		<u>Rate</u> <u>Type</u> \$500.00 NM
53 11/06/12	11/06/12	3-4p		3-4p	-1	:30	1	\$500.00	NM	
Weeks:	11/05/12	11/11/12 -1 r Date Air Time	WTFSS e Descripti	Spots/Week 1 on	Rate \$500.00 Start/End Time 3-4p	<u>Length</u>	Ad-ID DSCC12WI	08Tu		Rate Type
54 10/29/12	11/05/12	DR. OZ	M 2-4b	4P-5P	1	:30	1		AINA	\$500.00 NM
54 10/29/12				4F-5F		.30		\$600.00	NM	
Weeks: Spots: <u>#</u> Cl	10/29/12 h <u>Day Air</u> ISN M 10	11/04/12 1- r Date Air Time /29/12 4:39 Pt <u>End Date MT</u> 11/11/12 1- r Date Air Time	WTFSS Descripti M DR. OZ WTFSS Descripti M DR. OZ	Spots/Week 1	Rate \$600.00 Start/End Time 4P-5P Rate \$600.00 Start/End Time 4P-5P	Length	DSCC12WI			<u>Rate</u> <u>Type</u> \$600.00 NM <u>Rate</u> <u>Type</u> \$600.00 NM
55 10/15/12	11/05/12	News M-F 5p								
				5-530pm	1	:30	1	\$1,000.00	NM	
Weeks: Spots: <u>#</u> Ch	10/29/12 n <u>Day</u> <u>Air</u> ISN M 10/ <u>Start Date</u> 11/05/12 n <u>Day</u> <u>Air</u> ISN <i>M</i> 11/	End Date MTI 11/04/12 1- Date Air Time /29/12 5:14 PM End Date MTI 11/11/12 1- Date Air Time	WTFSS	Spots/Week 1 on F 5p Spots/Week 1 on	Rate \$1,000.00 Start/End Time 5-530pm Rate \$1,000.00 Start/End Time 5-530pm	Length	Ad-ID DSCC12WI		NM	Rate Type \$1,000.00 NM Rate Type \$1,000.00 NM
Spots: <u>#</u> Cl 3 W Weeks: Spots: <u>#</u> Cl	10/29/12 n <u>Day</u> <u>Air</u> ISN M 10/ <u>Start Date</u> 11/05/12 n <u>Day</u> <u>Air</u> ISN <i>M</i> 11/	End Date MTI 11/04/12 1- Date Air Time /29/12 5:14 PN End Date MTI 11/11/12 1- Date Air Time //05/12	WTFSS Descripti M News M- WTFSS Descripti	Spots/Week 1 on F 5p Spots/Week 1 on	Rate \$1,000.00 Start/End Time 5-530pm Rate \$1,000.00 Start/End Time	Length :30 Length	Ad-ID DSCC12WI		NM	\$1,000.00 NM Rate Type



| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-2 | 11/11/12 | November 2012 | 10/29/12 - 11/06/12

<u>Advertiser</u>	<u>Product</u>	Estimate Number
Democratic Senator	rial CamDSCC-IE	1533

www.wisi	n.com								Spots/			
Line S	Start Date	End Date	Desc	cription		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
56 1	0/15/12	11/05/12	News	s M-F 5a		5-6A	1	:30	1	\$350.00	NM	
S	pots: # C	h <u>Day A</u>	ir Date	Air Time	Descrip	tion_	Start/End Time	<u>Lengtl</u>	h Ad-ID			Rate Type
	4 W	ISN M 1	1/05/12	5:14 AM	News M	1-F 5a	5-6A	:3	DSCC12	VIO8TH		\$350.00 NM
57 1	10/08/12	11/05/12	News	s M-F 6p		6-630pm	1	:30	1	\$1,200.00	NM	
W	Veeks:	Start Date 10/29/12	End D 11/04/		TFSS	Spots/Week 1	<u>Rate</u> \$1,200.00					
Sį	pots: <u>#</u> Cl			Air Time			Start/End Time	Lengti	h Ad-ID			Rate Type
	4 W		0/29/12 G 57.6,57		News N	1-F 6p	6-630 <i>pm</i>	:01	0			\$ 1,200.00 NM
	8 W	ISN F 1	1/02/12	10:58 PM		ws 1030PM .14,19.5,15.11,32.	1030p-11p 4,31.5,1.9,1.10,57.5,57.4		0 DSCC12v	нт80Iv		\$1,550.00 NM
	7 W	ISN Su 1		7:39 PM		14 10 5 15 11 22	Sun 7-8p 4,31.5,1.9,1.10,57.5,57.4		DSCC12v	VIO8TH		\$7,000.00 NM
	6 W		5.7,16.10 1/05/12	7:50 PM			4,31.5,1.9,1.10,57.5,57.4 Prime Other		DSCC12v	VIO8TH		\$10,000.00 NM
,,,	to alam.			,44.2,55.4,	41.3,13.	14,19.5,15.11,32.	4,31.5,1.9,1.10,57.5,57.4	4				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
VV	leeks:	11/05/12	11/11/	<u>ate</u> <u>MTW</u> 12 1		Spots/Week 1	<u>Rate</u> \$1,200.00					
Sp	pots: <u>#</u> Ch			Air Time			Start/End Time	<u>Lengtl</u>	<u>1 Ad-ID</u>			<u>Rate Type</u>
	5 W		1/05/12 3 57.6,57.		News M	I-F 6p	6-630 <i>pm</i>	:0:	0			\$ 1,200.00 NM
58 1	0/15/12	11/05/12		M-F 6a		6-7A	1	:30	1	\$1,000.00	NM	
w	leeks:	Start Date 10/29/12	End Da			Spots/Week 1	<u>Rate</u> \$1,000.00					
Sr	pots: # Ch			Air Time		•	Start/End Time	Lengti	Ad-ID			Rate Type
		SN M 10	0/29/12	6:24 AM	News M	-F 6a	6-7A		DSCC12v	/I06TH		\$1,000.00 NM
W	leeks:	Start Date 11/05/12	End Da 11/11/1			Spots/Week 1	<u>Rate</u> \$1,000.00					
Sp	pots: <u>#</u> Ch			<u>Air Time</u>			Start/End Time		Ad-ID			Rate Type
	4 WI	SN M 11	1/05/12	6:21 AM	News M	-F 6a	6-7A	:30) oscc12v	/108тн		\$1,000.00 NM
59 11	1/06/12	11/06/12	News	M-F 6a		6-7A	-1	:30	1	\$1,000.00	NM	
W	eeks:	Start Date 11/05/12	End Da			Spots/Week 1	<u>Rate</u> \$1,000.00					
Sp	oots: # Ch			Air Time		•	Start/End Time	Length	Ad-ID			Rate Type
	1 WI	SN Tu 11	/06/12	6:24 AM	News M	-F 6a	6-7A	:30) oscc12v	/108тн		\$1,000.00 NM
60 10	0/22/12	11/05/12	Enter	tainment To	onight	630p-7pm	1	:30	1	\$850.00	NM	
We	eeks:	Start Date 10/29/12	End Da			Spots/Week 1	<u>Rate</u> \$850.00					
Sp	oots: <u>#</u> Ch	Day Ai	r Date	Air Time	Descript	<u>ion</u>	Start/End Time	<u>Lengti</u>	Ad-ID			Rate Type
147	–)/29/12			nment Tonight	630p-7pm	:30	DSCC12v	/106тн		\$850.00 NM
VV	eeks:	Start Date 11/05/12	11/11/1			<u>Spots/Week</u> 1	<u>Rate</u> \$850.00					
Sp	ots: <u>#</u> Ch			Air Time			Start/End Time		Ad-ID			Rate Type
	3 WI	SN M 11	/05/12	6:54 PM I	Entertair	nment Tonight	630p-7pm	:30) DSCC1ZV	/I08TH		\$850.00 NM
61 10	0/08/12	11/05/12	Good	Morning A	merica	7-9a	1	:30	1	\$1,000.00	NM	
We	eeks:	Start Date 10/29/12	End Da			Spots/Week 1	<u>Rate</u> \$1,000.00					***************************************
Sp	ots: <u>#</u> Ch			Air Time		•	Start/End Time	Length	Ad-ID			Rate Type
	4 WI	SN M 10	/29/12	7:58 AM	Good M	orning America	7-9a		oscc12w	106тн		\$1,000.00 NM
We	eeks:	Start Date_	End Da	ite MTWT	<u> F\$\$</u>	Spots/Week	<u>Rate</u>					



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Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-2	11/11/12	November 2012	10/29/12 - 1 1/0 6/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	153 3

Net Amount Due

\$94,052.50

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
61 10/08/12	11/05/12	Good Morning America	7-9a	1	:30	1	\$1,000.00	NM	
Spots: <u>#</u> Cl 5 W		11/11/12 1 Date <u>Air Time Descript</u> /05/12 7:43 AM Good M		\$1,000.00 <u>Start/End Time</u> 7-9a		h <u>Ad-ID</u> 0 pscc12w	108тн		<u>Rate Type</u> \$1,000.00 NM
62 11/06/12	11/06/12	Good Morning America	7-9a	-1	:30	1	\$1,000.00	NM	
Weeks: Spots: <u>#</u> Ch 1 W		End Date MTWTFSS 11/11/12 -1 Date Air Time Descript /06/12 7:49 AM Good M		<u>Rate</u> \$1,000.00 <u>Start/End Time</u> 7-9a		h <u>Ad-ID</u> 0 pscc12w	108тн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
63 10/15/12	11/05/12	LIVE WITH KELLY!	9-10am	1	:30	1	\$450.00	NM	
Weeks: Spots: <u>#</u> Cr 3 Wl Weeks:		End Date MTWTFSS 11/04/12 1 Date Air Time Descript /29/12 9:43 AM LIVE WI End Date MTWTFSS 11/11/12 1		Rate \$450.00 <u>Start/End Time</u> 9-10am <u>Rate</u> \$450.00		h <u>Ad-ID</u> 0 pscc12w	106тн		<u>Rate</u> <u>Type</u> \$450.00 NM
Spots: <u>#</u> Ch 4 Wi		Date Air Time Descript /05/12 9:45 AM LIVE WI		Start/End Time 9-10am		<u>h Ad-ID</u> O DSCC12w	т08тн		<u>Rate</u> <u>Type</u> \$450.00 NM
				Total Spots	Ç	98			,
Payment To	erms 30	Days				Agend	Gross Tota		\$110,650. 0 0 \$16,597.50